

CLEANER

RYCLEANING

acceptance?

fit into the picture?

like a profit?

volume?

*Wiebush's predictions
on page 46...*

APRIL • 1960

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to the sta...
Monday. ...
ing edited with...
Cuba.]

Fliers Are Identified
The captured American pilot was identified as Howard Lewis Runquist, 35 years old, a native of San Rafael, Calif., and now a resident of Miami. He was struck in the right leg by a machine-gun bullet and was taken to an army hospital in Matanzas.

The co-pilot was identified as William J. Shergales, 33, of West Hollywood, Fla. He was taken to the military intelli-

Hospital Overflows
Casualties were taken to a native hospital in near-by reeniging. The hospital was filled and the wounded treated on the surrounding lawns. Every available car was called to the hospital.

A senior police official said: "I don't know how many were shot." He is reported to have added: "If they do these things they must learn the hard way."

Earlier, South African Air Force planes flew over the

Catch 'em both!



Catch 'em both!

You get rid of Dirty Solid with Hyflo®. . . Now you've got Hysweet to get rid of Fatty Acid (and with minimum detergent loss!)*

Don't have to tell you what grief Fatty Acid causes. Expense, too, when you go after him with ordinary sweeteners or distillation. Well, meet your answer . . . Johns-Manville's new Hysweet.

In Hysweet you have a sweetener that purges more free fatty acids from your solvent than anything but distillation. And since Hysweet almost ignores "soap," you s-a-v-e . . . up to \$750 annually, tests show, with a 700-gallon charged system, as compared to weekly distillation.

With Hysweet—added after your Hyflo precoat—the need to distill is greatly reduced—even eliminated. There is no free fatty acid build-up in your solvent.

Ask your Hyflo dealer for Hysweet. Or write: Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

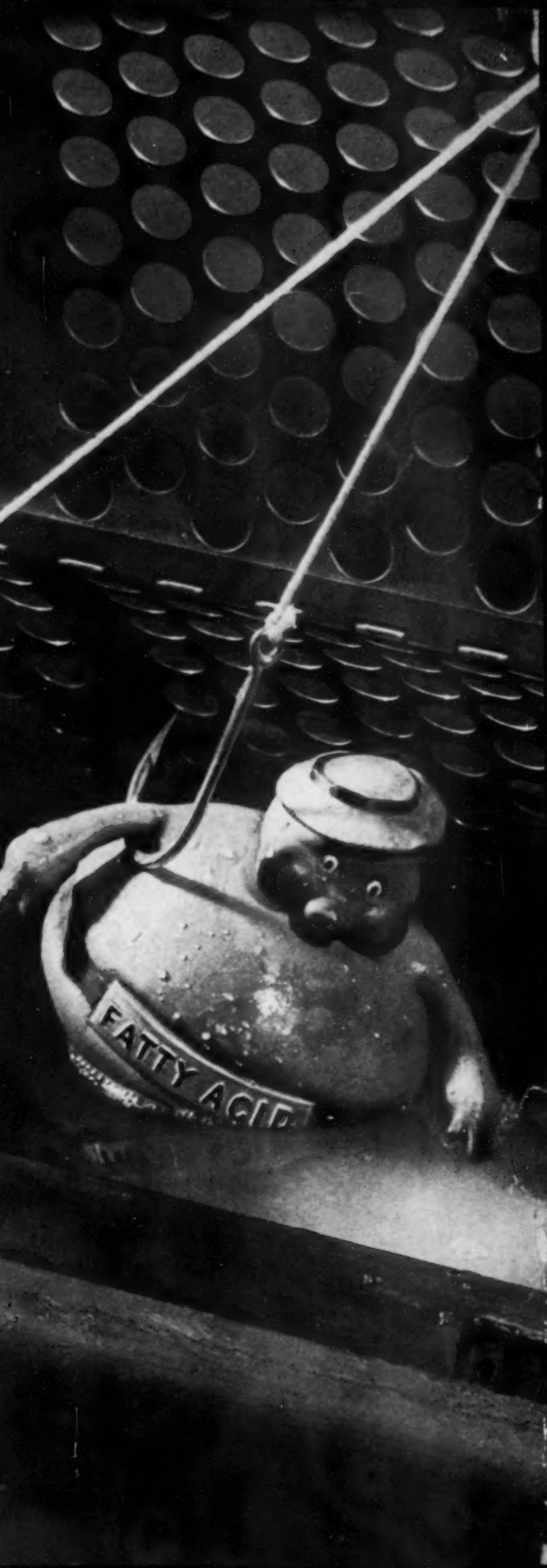
HYFLO • HYSWEET



*Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

JOHNS-MANVILLE





CALLING CODE 166
LINT, SPOTS AND
STATIC ASSAULTING PROFITS



BUCKEYE CODE 166

PUTS THE DRY BACK INTO DRY CLEANING

The original anti-static agent in Buckeye Code 166 eliminates your color and fabric-sorting problem. A great variety of light and dark, soft and hard-finished materials can be tumble-dried together, when you use Buckeye Code 166. All garments come out clean, and lint-free. Spotting time, too, is reduced to a minimum, because there's no sticky film to attract dirt and leave fabrics dull. Dirt really gives up and gets out—so does static!

*Designed for PERCHLORETHYLENE
Plants Only*

For complete information on
these and other famous
BUCKEYE PRODUCTS
contact your local distributor
or write **THE DAVIES-YOUNG
SOAP COMPANY**

**KEEP YOUR
SALES IN SHAPE!**

**BUCKEYE
CLEAN-CHARGE**



**The original anti-static dry
cleaning detergent. Dirt gives
up and gets out—so does static!**

Eliminate high finishing costs with Buckeye Clean-Charge. Its anti-static ingredient leaves garments free of lint because, unlike other charges, Buckeye Clean-Charge is extremely volatile. Contains no sticky film that attracts dirt and leaves fabrics dull. No other charge can compare with Buckeye Clean-Charge! It's the industry's most effective soil-removing agent.



"We run our Fords for only 6¼ cents per mile"

"This means real savings in our 5½-million mile yearly operation!"

"We have 340 Ford Trucks ranging from panels and parcels to highway tractors. The average operating expense of 6¼ cents per mile includes: gas, oil, tires, even painting the bodies and any accident damage.

"Our Memphis fleet averages 10.82 miles per gallon of gas and 251.89 miles per quart of oil. Considering the stop-idle-and-go driving we do, this is very outstanding.

"For economy, performance and durability we use Ford 'Six' engines. They run from 74,000

to 146,000 miles before an overhaul. We just inspected one at 106,000 miles, and all we could find to do was to replace rings and bearing inserts. Some of our Ford Trucks have over 300,000 miles on them.

"Our P-350 route delivery trucks are easy to work in-and-out of. There's plenty of work space in front. Working out of the front is faster and sure helps when it's raining. Ford Parcels handle well in traffic, and have a comfortable driver's seat."





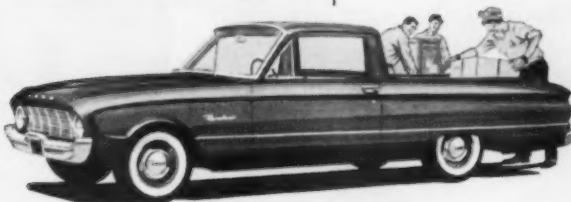
says E. L. Johnson, Supt.
Transportation Dept.
Memphis Steam
Laundry-Cleaner
Memphis, Tennessee



Announcing the new

FORD
Falcon
RANCHERO

America's
lowest-priced*
pickup truck!



The Falcon Ranchero is priced lower than any pickup in America with comparable standard equipment! And that is just the beginning of your savings. Single-Unit construction saves on maintenance . . . it's tighter, quieter, with main underbody structural members zinc-coated against rust and corrosion. Front fenders bolt on, cost less to replace. And Ranchero's passenger-car ride and handling ease lessen driver fatigue.

UP TO 30 MPG!

Totally new for total savings! Ford's new Falcon Ranchero delivers up to 30 miles on a gallon, yet its new 90-hp Six is geared to do a real job! There's lower costs for oil, tires, brakes, replacement parts . . . nearly everything!

BIG 6-FOOT BOX!

Capacity is more than ample for most pickup hauls—nearly 8 feet of load length with tailgate flat. And thanks to the low floor height, loading and unloading is faster, easier!

FEATURES:

1. Up to 30 miles on a single gallon
2. 4,000 miles between oil changes
3. Diamond Lustre Finish needs no waxing
4. Low loading height
5. Instant-lock tailgate opens, closes with a single, one-hand motion
6. Roomy comfort for three adults
7. Styled to capture admiration

*Based on a comparison of latest available manufacturers' suggested retail delivered prices with comparable standard equipment

FORD TRUCKS
COST LESS

LESS TO BUY . . . LESS TO RUN . . .
BUILT TO LAST LONGER, TOO!

eternal beauty in stainless steel...

Like a precious diamond, beauty is forever when you install new stainless steel Aldryer Dryers. The Aldryer is supreme for economy of use, durability and resistance to wear. Not only will you and your customers appreciate the smart functional look that stainless steel gives your store, but you'll profit with the Aldryer's year-after-year trouble-free performance.



Aldryer Dryers manufactured
for ALD by
Cook Machinery Co.,
Inc.

Whether you require stainless steel Aldryer Dryers or other fine commercial equipment for an entire new store, it's smart to consult ALD. Proper balanced equipment, engineered exclusively for the laundry store industry . . . backed by intelligent store planning, a national service and parts organization, and the nation's most complete advertising programs have made over 9,500 licensed Westinghouse Laundromat® stores first in profits and consumer acceptance.

Can you risk your capital on untried equipment and inexperienced distributors when you too can afford to have the best, work with ALD, and profit by the consumer acceptance of the sign of the licensed Westinghouse Laundromat store? Call or write for equipment information and details on ALD's liberal financing plan.

ALD continues to set new standards for the laundry store industry

ALD, Inc.

7045 North Western Avenue, Chicago 45
Offices in 44 principal cities.
ALD Canada, Ltd.,
54 Advance Road, Toronto, Ontario

Wherever You Are In The . . .

U S A

You can get dependable, quality **SUEDE and LEATHER WORK**



There is a reliable, convenient plant near you!



Certified ACCESSORY CLEANERS
and HATTERS

642-44 N. Robertson Blvd., Los Angeles 46, Calif.

Wardrobe
SERVICE



2425A McGee, Kansas City 8, Mo.



fine skins skins better treatment
**Custom Hideskin
Leather Process**

310 Prospect St., Trenton 8, New Jersey

Don't pass up the profit from Suede and Leather Cleaning and Refinishing. You can make ample, assured profit by offering this service to your customers and mailing it to the plant nearest you. Suede and Leather work is gaining steadily in volume all over the country. You can add to your present volume and build new profit by offering this work to your customer. We provide you with everything you need—display signs, price lists, shipping containers. Service is prompt and dependable.

1/2 OFF!

**30% DISCOUNT FROM OUR LOW
WHOLESALE PRICES ON YOUR FIRST
ORDER FROM US. Clip this coupon and
mail with your garment to the office
nearest you.**

- ☐ Enclosed is our first order entitling us to a 50% wholesale discount
☐ I'm interested, please send full information and sales kit

Name _____

Company _____

Address _____

This coupon is good until May 15, 1960

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.



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"Our drycleaning is better because
we give your garments an **extra rinse**
in distilled solvent"



employing the micelle principle

with • Formula 886

• Electronic Conductivity Control
• Separate Purified Rinse

CANADIAN PATENT NO. 534,730
U. S. PATENT NO. 2,913,893

Your counter girls speak with pride and conviction about the consistently superior cleaning produced by Conductivity Control and your separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.

Next month, read

THE OTTAWA STORY

... from the capital city of Canada ... telling how six plants hired a common consultant to isolate, analyze, and *find solutions* to their diverse problems in production, plant layout, marking methods, advertising, merchandising, promotion — areas of vital concern to every drycleaner.

It's a story that may help *you* clear up the "trouble spot" in your profit picture — or make an already bright picture even brighter.

"The Ottawa Story" is just one of several informative articles you'll enjoy in the May issue of

THE NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

LETTER *from the editor*

Convention Impressions

WHAT A SHOW! Each year the big national convention seems bigger and better, and this one was no exception. Some 300 firms sprawled their exhibits over 70,000 square feet of floor space at the International Amphitheatre in Chicago.

Close to 13,000 people came to see the latest developments, and they weren't disappointed. The show typified the tremendous changes of our times. Compare this exhibit with one, say, five years ago. Coin-op equipment and supplies were virtually unheard of then. This time there were dozens of exhibitors in this field. The same goes for plastic packaging.

Finishing equipment is getting closer to true automation. Air-driven presses with head pressure adjusted to fabrics, steam-air finishing with automatic timing are just a few examples.

Something very significant showed up in the finishing exhibits. In at least one case no less than four different manufacturers pooled their equipment into one booth to show what really integrated units can do in the way of quality and production.

A model layout combined the latest wool and offset silk presses, steam-air finishing for coats and dresses, plus steam-air topping equipment for trousers. Plant-owners didn't have to run from booth to booth to get the "picture."

There were great improvements evident in drycleaning equipment, too. Improved filtration, automatic filter powder injectors, backwash and precoat for each load were just a few items observed. And the machines have larger capacities.

On the laundry side, I saw one 700-pound washer-extractor.

Perhaps the hottest thing discussed was coin-operated drycleaning units. One booth with this equipment was located at the farthest reaches of the hall. Yet from the earliest opening hours till closing there were always 25 to 30 plantowners crowded around the unit.

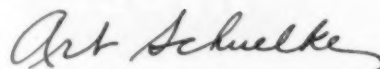
Obviously drycleaners are not going to get caught looking as were the launderers when coin-ops came into their field. I talked to the several manufacturers who will soon have machines on the market. It was reassuring to learn that they expect to sell this equipment to established professional plants, rather than to outside investors.

If anything was evident, it is that our industry is ever changing. Even the truck equipment is completely different from that of five years ago. The compact walk-in models were exhibited by several firms that reported brisk business.

The most outstanding thing about the show was the attitude of plantowners. They exuded an air of confidence. They were planning for expansion and were buying, not merely looking.

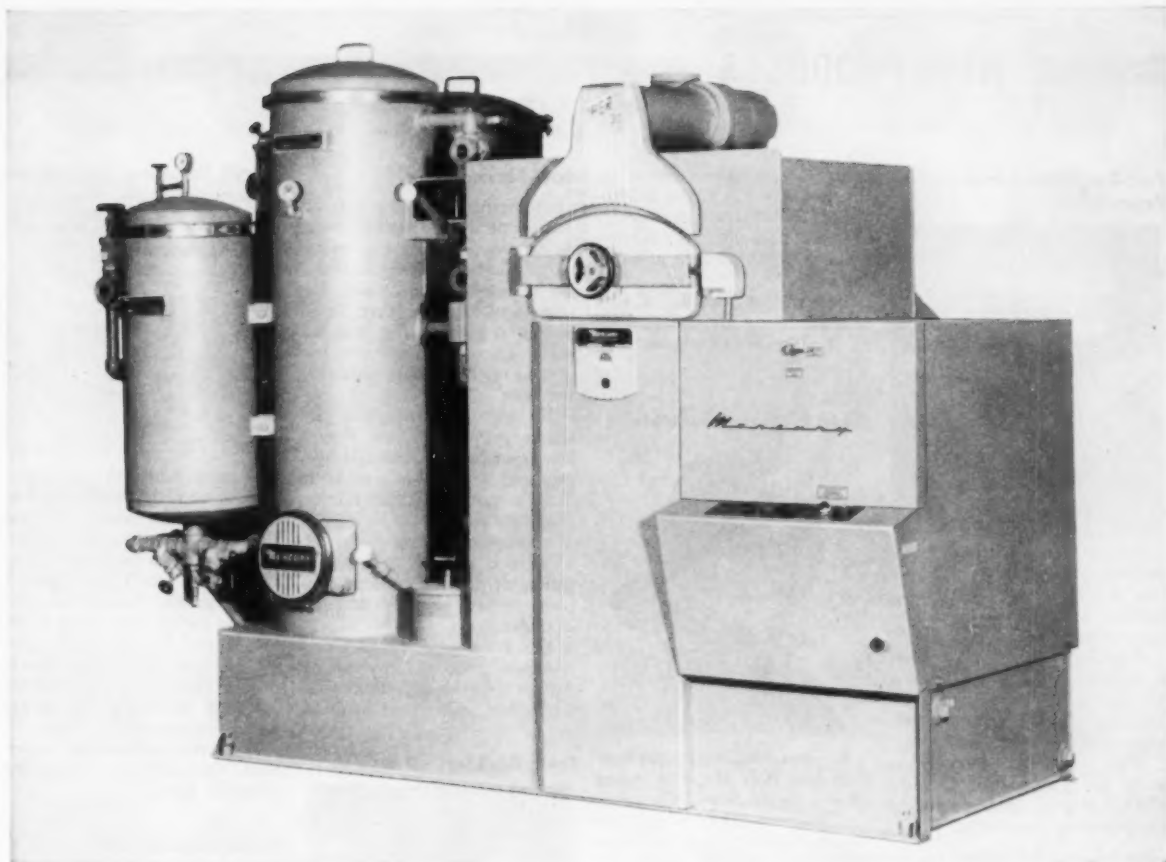
There was another encouraging incident. A longtime friend of mine who runs a large chain of package plants has for years sold on the basis of price and fast service. He told me that he recently upped his prices and is concentrating on quality, a radical departure for him.

If more and more cleaners follow suit and then merchandise their services adequately, our industry has nothing to worry about. The optimistic attitude will have been well founded.



REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½x11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.



NUMATIC PER 50

MERCURY'S OWN LEASE-PURCHASE PLAN AVAILABLE

Per 50 is the SAME unit as delivered to U. S. Navy. There is nothing finer.

Dry load capacity 44-50 lbs. per load. \$2000 to \$2500 weekly volume.

2000 GPH Monel Tubular Filter . . . with backwash.

50 GPH Still. No "foam-over."

Marlow Centrifugal Pumps . . . big 3 in. dump line.

NEW smooth Mercury-Twin-Disc 2-speed transmission with fluid drive insures low maintenance cost.

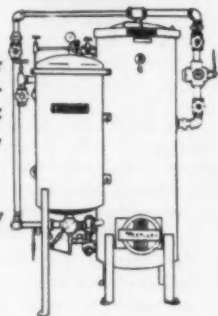
\$6750 list price of Per 50 includes Filter and Still. Clover-Leaf Muck Stripper is optional at \$690.

Over 10,000 lbs. mileage per drum of Perc.

PETROLEUM UNITS FOR 140-F OR STODDARD SOLVENT QUOTED ON REQUEST.

Mercury Clover-Leaf Muck Stripper and/or Monel Tubular Filter available for use with any make Perc unit. Saves soap, saves solvent, saves filter cleaning.

Over 4700 Successful Mercury Owners in 50 States



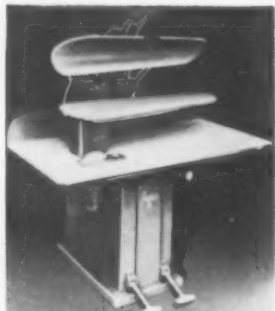
MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

NEW PRODUCTS

AND LITERATURE

Pan-Tex Presses Incorporate Fabric-Feel



Pantex Manufacturing Corporation has equipped its complete line of air-operated drycleaning presses with Fabric-Feel control as standard equipment.

Pan-Tex Fabric-Feel control is said to enable the operator to select the correct pressure by setting the control for the type of fabric being pressed.

For additional information write for Fabric-Feel Bulletin #322, Pantex Manufacturing Corporation, Pawtucket, R. I.

Ewing Adds Larger Heater



A new, larger, gas-operated hot water heater has joined the Ewing Manufacturing Company's line.

The Model 40 heater has an estimated hourly recovery capacity of 850 gallons at 100° F. rise. Storage capacity of the new

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

heater is 226 gallons. B.t.u. input rating of the model is 900,000. It is 40 inches in diameter and 82 inches high. All automatic controls come in place on the unit.

For further details: Ewing Manufacturing Company, 2545 N. W. 10th St., Oklahoma City, Okla.

Hope Promotes Raincote



A merchandising package featuring Bob Hope is being offered by the Signal Chemical Co. The package, which includes button tags, window signs, radio and TV continuity, counter displays, ad mats, etc., will promote Signal's Raincote, S. C., water-repellent process.

For additional information: Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

Street's Demonstration



A compact water-repellent counter demonstration kit is being offered to users of REP-100.

The kit is a self-display carton containing 300 test cards and an unbreakable jar for water. Each card has the left half treated with Street's REP-100; the right half is untreated. Teaser lapel ribbons for use by counter girls are included.

For additional information: R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Fast-Service Offer

La France Dye House is offering one-week delivery service anywhere in the United States on all leather and suede cleaning and refinishing orders. The company explains that faster service is possible this year because of new equipment, improved methods—and expanded facilities.

In addition to leather and suede restoration, La France has expanded its wholesale dyeing and refinishing service to include garments of all fabrics, draperies and rugs. The French Tex process, developed by La France, is offered for revitalization of fabrics, and a complete repair service is also available.

For a descriptive folder and complete information, write La France Dye House, 7606 Carnegie Ave., Cleveland 3, Ohio.

Forse Booklet



Forse Corporation is offering a 24-page illustrated booklet, containing the case history of one drycleaner who grosses \$300,000 with a direct labor cost of less than 17 percent. Titled "How You Can Cut Labor Costs," the book is available from Forse Corporation, P. O. Box 639, Anderson, Ind.

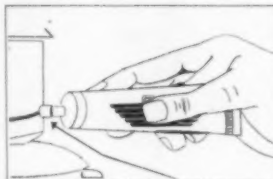
Vibration Reducer

Vibra-Check, a new anti-vibration material designed to be placed under the feet or base of machines to prevent their transmission of vibration and noise, has been introduced. The manufacturer claims that tests have proven that up to 90 percent of vibration is eliminated.

For more information write:

Lowell Industries, Inc., Allston Station, Boston 34, Mass.

Rema Lubricant



A new lubricant developed for use with the Rema Dri-Vac has been developed by the Rema Corporation. The lubricant comes in a grease tube threaded to match the standard motor grease fittings on the electric motor. The plug is removed and the top of the tube screws into the fitting. Each tube is said to contain enough lubricant to service the motor for several years.

For further information write: Rema Corporation, 45 Ruby St., Norwalk, Conn.

Boiler Data Bulletin

A compact four-page bulletin containing tabulated data on 35 models of Continental automatic package boilers has been offered by Boiler Engineering & Supply Co., Inc.

Designated BE-400, the bulletin has illustrated design specifications of boilers from 15 through 600 hp. Other data on the integral burner system for oil, gas or combination fuels make the booklet a useful reference source. A special section deals with hot water applications for high temperature as well as normal hot water system service.

Included in the bulletin are: complete tabular information on each model; over-all dimensions and empty weights of both low pressure (15 p.s.i.) and high pressure (to 250 p.s.i.) construction; and full load fuel consumption in gallons per hour of light (#2) and heavy (#6) oils and in cubic feet per hour of 1000 B.t.u. gas.

For a copy write Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

Condensate Drainage

Cochrane Corporation, 17th St. below Allegheny Ave., Philadelphia 32, Pa., has prepared



**COMPLETELY
removes
albuminous
stains**



**new
larger jar
for
greater
economy**

AND IT IS SO VERSATILE!



bath method
for wet cleaning



dipping method
for large stained areas



prespot re-run method
for the board

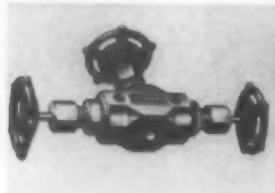
**RSR a product of
WALLERSTEIN COMPANY**

Division of Baxter Laboratories, Inc.
Wallerstein Square, Mariners Harbor
Staten Island 3, New York

a paper on the solution of the problem of obtaining maximum and efficient latent heat transfer from steam.

When writing for a copy specify Reprint 126.

Yarway Manifold



The new Yarway Manifold combines three valves in a single body, two providing suitable line shut-off and one to equalize pressures to protect the instrument's working parts. The manifold also has a connection tap for calibration of the high-pressure side of the system.

For more information, write for Bulletin RI-1825 (Supplement C), Yarnall-Waring Company, Chestnut Hill, Philadelphia 18, Pa.

Koppermatic Heater



Weber Koppermatic hot water heater is the latest in Western Boiler Engineers' line-up of coin-op equipment. The Koppermatic has finned copper heat exchangers, is box-shaped for efficiency, has stainless-steel multiblade burner and self-generating controls. It comes in two sizes: 400 and 600 thousand B.t.u. per hour.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

For additional information: Western Boiler Engineering, Inc., 1616 Anson Rd., Dallas, Tex.

Cov-A-Pads

A new line of drycleaning press covers and Cov-A-Pads, a pad and cover combination, has been introduced. The new line has been named Stad-Spun Asbestall since these two fabrics are used in the construction of the products. Specially featured is a nonslip nylon asbestos cover.

Literature may be obtained by writing to: Hexagon Division of Stadham Company, 1825 N. 20th St., Philadelphia 21, Pa.

Personalized Polyethylene



Personalized polyethylene shirt bags displaying an individual store's name and trademark are now available. The low-cost merchandising program is designed to promote other services of the cleaner or launderer. The printed shirt bags are available in five designs.

For more information: The Kordite Company, Macedon, N. Y.

Mr. Signal Spray Tank



A spray tank for use with Mr. Signal spray spotter has been introduced by Signal Chemical Mfg. Co.

The company is offering a combination package consisting of Mr. Signal and a stainless-steel pressure spray tank which comes equipped with a Cissell pistol-type hand gun and hose.

For more information on Mr.

Signal and the spray tank write Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

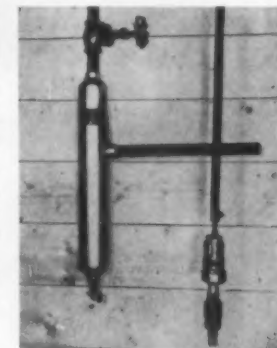
Blend-a-Dye Kit



A complete kit of 19 stable dye sticks, water-resistant but removable with solvent if desired, has recently been introduced. The manufacturer claims that the dyes can be safely used on all fabrics and that any shade can be obtained by blending two or more of the sticks.

For more information: Coastal Chemical Corporation, 685 River Dr., Garfield, N. J.

Air, Steam Line Purifier



A purifier with liquid storage reservoir for keeping air and steam lines free of moisture and condensate has been announced by V. D. Anderson Company.

The new model, identified as the LCR Purifier, provides its own liquid storage so that a drainer is not necessarily required. The unit is blown down periodically by means of a manually operated drain valve.

The maker points out that one of the main uses of LCR Hi-eF Purifiers is in compressed-air systems where they are installed immediately ahead of air-operated equipment. In such installations LCR Hi-eF Purifiers remove the moisture which forms downstream from the aftercoolers, thereby assuring a clean supply of air that will not rust or otherwise impair the efficiency of the operation.

Body construction is of forged steel with stainless centrifugal elements. Inlet and outlet connections are standard I.P.S. threaded connections. For

additional information write for Bulletin No. 503, Dept. LCR, The V. D. Anderson Company, division of International Basic Economy Corporation, 1935 W. 96th St., Cleveland 2, Ohio.

Powermaster Bulletin

A four-page bulletin describing and illustrating the Model 5 line of Powermaster automatic boilers has been published by Orr & Sombower, Inc., Reading, Pa. Copies will be sent on request.

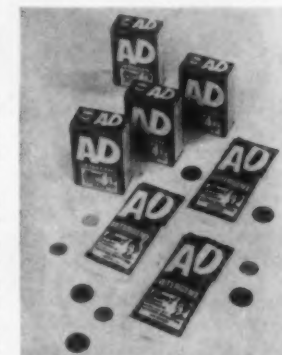
Unimac Promotion Kit



A promotional kit consisting of eight 22-by-28-inch wall signs and seven Dayglo window signs of varying sizes, silk-screened in two and three colors, all self-adhesive, is being produced by the Unimac Company for owners of Unimac Coin Laundries.

For more information: Unimac Company, 802 Miami Circle, N. E., Atlanta 5, Ga.

Vendor-Packaged Detergent



Colgate-Palmolive Company's Associated Products Division is packaging Condensed AD Controlled Suds detergent in two new sizes, packaged for use in coin vending machines in coin-op laundries.

The package sizes are a 2-ounce pouch retailing for 5 cents and a 3¾-ounce carton for 10 cents.

For additional information write the Colgate-Palmolive Company, 300 Park Ave., New York 22, N. Y.

Continued on page 90

INTRODUCING *Colmac's*

DUAL-PROFIT UNIT:

combination waterproofing and sizing machine

the equipment you've been waiting for
to really make money from **QUALITY
WATERPROOFING & SIZING!**

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

It's foolproof!

Read this list of features:

1. Waterproof or size with same unit.
2. Two individual 18 gallon tanks.
3. No mixing of solutions.
4. Self balancing extractor basket 17" x 11" deep, correct speed, no changing garments from one unit to the other.
5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.
19. White baked glass finish inside and out.
20. Hook up to a 10 lb. air pressure.



Also manufacturers of the Coverall-Matics (Jobber Inquiries Invited)

Write, wire or phone today—MUtual 4-2460

COLMAC INDUSTRIES, INC.

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Easiest way to deliver today! How come?

First of all, you can get this Dodge Town Panel with the industry's most powerful V-8 . . . 200 big horsepower lets you master every driving situation you'll meet during the day.

The biggest brakes in the 1/2-ton class mean safer, easier stops, plus longer lining life for lower maintenance costs.

The shortest turning diameter increases maneuverability, lets you park in a wink on cramped business or residential streets.

Now add a whopping 155 cubic feet of payload space packed inside an all-steel, rustproofed, weather-tight body.

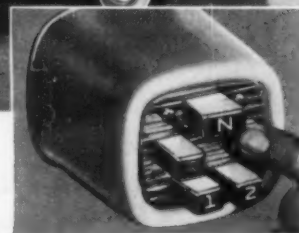
Got the picture? Maybe it's time you got the truck and made the job a little easier. Your nearest Dodge dealer will be happy to tell you everything about it—including its low price.

DEPEND ON **DODGE**
TRUCKS
TO SAVE YOU MONEY IN



Want to go the route even *easier*? Equip your Dodge Town Panel with exclusive LoadFlite transmission. No clutching. No gearshifting. Just push a button and you're under way. Easy on gas—easy on the driver.

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American's
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dry cleaning presses
are
unusually...

EAST! SIMPLE!

(DOING MORE WORK IN LESS TIME CAN ONLY
MEAN... BIGGER PROFITS FOR YOU!)

(FEWER PARTS MEAN EASY MAINTENANCE, LESS DOWNTIME...
GUARANTEE YOU MAXIMUM PRODUCTION, MAXIMUM PROFITS!)

EASY-TO-USE!

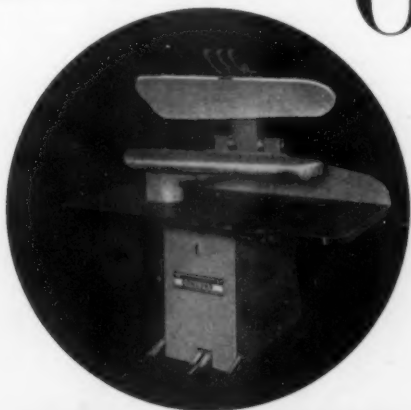
(HAPPY, ALWAYS-FRESH OPERATORS DO MORE WORK, MAKE MORE MONEY... FOR THEMSELVES AND FOR YOU!)

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Whether you prefer air or
foot-operated presses,
you'll find speed,
convenience and
simplicity in
both of these
revolutionary new
American models.
Call your nearby
American distributor
for immediate action,
or mail the coupon
for complete information.

You get more from

American AceCo

American Cleaners Equipment Company ACE-14 N
Division of The American Laundry Machinery Company
Cincinnati 12, Ohio

Send complete information on:
☐ the Concord air press ☐ the Revere foot press

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Care of

Address

City Zone State

AMERICAN CLEANERS EQUIPMENT COMPANY • Division of The American Laundry Machinery Company, Cincinnati 12, Ohio

Norge Elects New Top Executives



JUDSON S. SAYRE



ROBERT H. QUAYLE, JR.



HAROLD P. BULL



WALTER C. FISHER

Judson S. Sayre has been elected chairman of the board of the Norge Division of Borg-Warner Corp. President of Norge since 1954, Mr. Sayre has been associated with the industry since 1925.

Robert H. Quayle, Jr., suc-

ceeds Mr. Sayre as president. He is the company's former executive vice-president. Harold P. Bull replaces Mr. Quayle in the vice-presidency. Walter C. Fisher, director of marketing, becomes vice-president of sales, Mr. Bull's former position.

Dow Program for Cleaner Support

The Dow Chemical Company, Midland, Mich., outlined a new support program for the drycleaning profession during the recent NID Convention in Chicago.

The 1960 Clothing Care-ousel is built around a kindly, meticulous lady, "Mrs. Care." The program is intended to help the drycleaner teach his customers the why's and wherefore's of drycleaning as well as the need for it. Lack of public understanding on this has been pointed out in motivational research projects undertaken both

by Dow and the NID. The 1960 Care-ousel is patterned after a similar program carried out by Dow last year which won an Honorable Mention in the Prestige Builders Award presented to Dow by the NID on opening day of the Chicago conclave.

To help the cleaners, a complete array of sales aids, including banners, hanger tags and literature, has been prepared. The entire packaged program will be available from Dow-Per distributors who, in turn, will provide direct support for drycleaners.

Whirlpool Tests Coin-Op Drycleaning Machine

J. M. Wooldridge, director of marketing for Whirlpool Corp.'s Special Products Division, has confirmed persistent trade rumors by announcing that the company has been conducting development work on a drycleaning machine for commercial use and currently has two prototypes out on test. The machine is designed for coin-ops but is also suited for operator-attended installations.

"So far," Mr. Wooldridge said, "reaction has been excellent, but it is still too early to make any definite statements as to Whirlpool's future plans in this field or to estimate production dates or probable methods of distribution."

"Results to date have been encouraging," he continued, "and barring unforeseen developments, we expect to have a product that will serve a definite need in the drycleaning field."

Hoffman International Buys Nicholson

Hoffman International Corporation moved into the United States, Canadian and South American markets by purchasing all pressing, drycleaning and laundry equipment, manufacturing and sales facilities, files and inventories of W. H. Nicholson and Company, Wilkes-Barre, Pa. The Nicholson firm will continue to manufacture steam traps, control valves and allied products.

Dodge Ad Wins Western Award



A Dodge truck advertisement that appeared in the November 1959 issue of THE NATIONAL CLEANER has been named win-

ner of the Dillon Lauritzen Memorial Award in the 15th Annual Western Exhibition of

Sta*Nu Appointments



MELVIN C. ORCHARD

Melvin C. Orchard has been appointed national field sales manager for Sta*Nu Corporation, Chicago.

The former Western division manager will be responsible for all field personnel and sales and service activities for Sta*Nu on the national level.

Alvin L. Flanders has been appointed the company's Northwest district representative with headquarters in Leesburg, Ore. He will cover the states of Washington, Oregon and Idaho.

Continued on page 91



EVERYBODY'S GOING FOR



GADGETS and GIMMICKS

Cooling Still Condenser



Cooling and reusing water for the still condenser paid for itself within a year at Klassic Kleaners, Smyrna, Tennessee, according to co-owner Earl Coleman. Water from the condenser is forced up to a cooling tower on the roof. From here it drops into an open receiving tank from which it is pumped back into the condenser again.

Water rates are high in Smyrna, and tap water temperatures run in the upper 80's during the summer. There-

fore, it takes a lot of fresh water to condense solvent fumes at an efficient rate. But now water supply cost is only a few gallons per week to replace what has evaporated.

The photograph shows how cooled condenser water from the roof tower pours into the receiving tank ready for recycling.

Shirt Bags for Sweaters

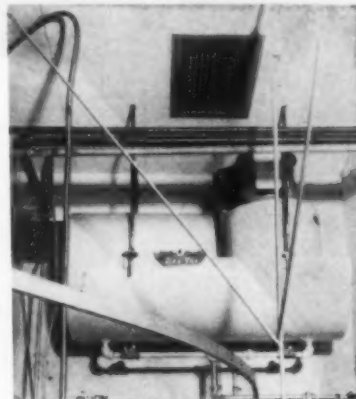
Rolls of perforated polyethylene with sealed ends used for bagging shirts double as sweater bags at Excelsior Laundry and Cleaners, Albuquerque, New Mexico.

Rolls of poly are replaced at the end of a shirt run, even though several bags remain on the roll. This is done to avoid a shutdown on the next lot. This results in several bags not being used for shirts.

The excess rolls of poly usually contain a dozen or more shirt bags. They are now used for packaging sweaters in the drycleaning department. Plant superintendent Howard Millican reports that the width of the poly is quite adequate and it makes an excellent sweater bag. It also uses up what might otherwise be waste poly.

the wood from sweating which might otherwise ruin the cotton padding after extensive use. The table is located just next to a drapery finishing press.

Air-Vacuum Efficiency



The air vacuum is suspended from the ceiling above the finishing units at Boulevard Cleaners, Albuquerque, New Mexico.

Plantowner Bob Sweetland estimates a 25 percent increase in efficiency by having the unit as close as possible to the presses instead of in the back room.

Pressing Table Aids Touch-Up of Large Pieces



A very handy table constructed out of 2-by-4 boards will be used as a pressing area for touching up drapes, large tablecloths and bedspreads at David Weber, Inc., Chicago. The

boards were bolted to the metal legs of an old tailoring table. It measures 32 by 72 inches.

Holes were drilled in the wood as ventilation for the padding. This keeps

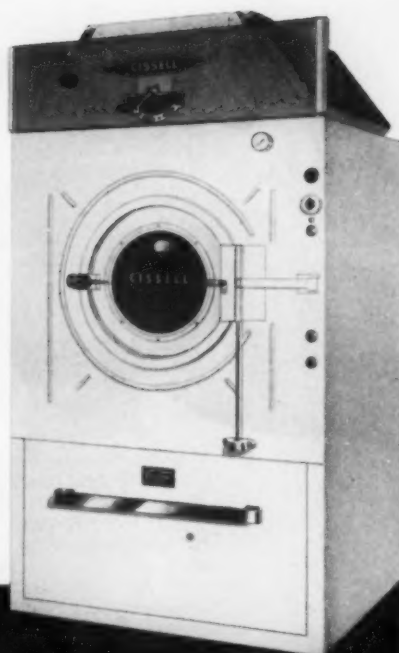
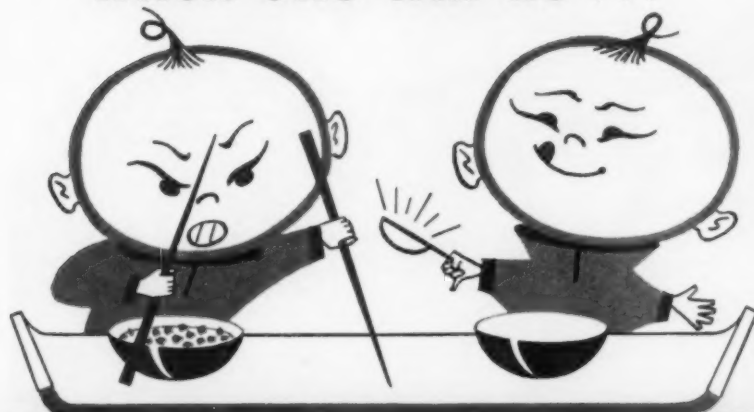
Copycats

Call-office counters patterned after a picture illustration in a recent issue of THE NATIONAL CLEANER are a focal point in Boulevard Cleaners, a new plant opened by subscribers Bob and Neva Sweetland at Albuquerque, New Mexico.

The 4-foot counter is flanked on each side by 3-foot-long sections of identical construction. Each section has white pegboard fronts with Formica tops. Sides are etched plywood painted black with white grain-like grooves.



why use two
when one will do...



THE BIG CISSELL 100 LB.* DRYCLEANING DRYER

eliminates split loads... boosts profits!

Your investment in the 100 lb. Cissell Drycleaning Dryer is an investment in *profit*! Handles *full* loads from your washer all in one operation—saves you time—gives major production advantages over split-load drying.

8-Stage Heat Control eliminates temperature guesswork, assures uniform drying. Big, no snag, 42" x 42" basket with large air volume assures fast, safe drying with complete deodorization. Basket removes in less than five minutes. Modern cabinet design and easy accessibility of parts also give this Cissell unit *top acceptance* with drycleaners everywhere.

- Separate motors for fan and basket ● Double wall construction
- Cissell-built gear reducer
- Air filter standard equipment
- Static steam spray ● Two-way fire extinguisher

*Dry weight capacity

NEW ALL-METAL, FULL-WIDTH LINT DRAWER No stooping, no cloth to tear, replace, or burn. Operator can sweep it clean with his hands. Lower panel tilts open for access to perforated drawer. Drawer pulls out at convenient height.



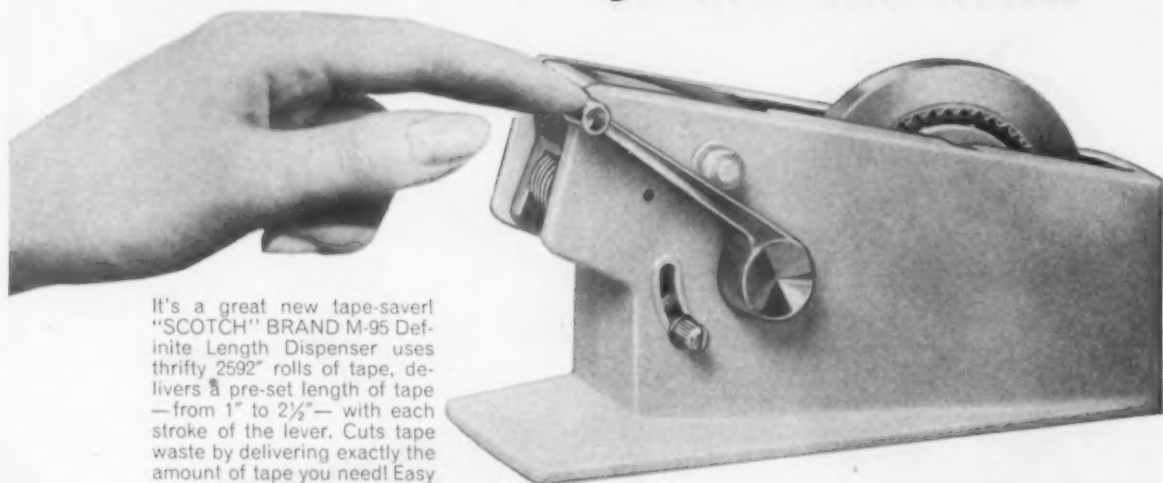
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W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
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Consult Your Jobber

Save when you use it!



It's a great new tape-saver! "SCOTCH" BRAND M-95 Definite Length Dispenser uses thrifty 2592" rolls of tape, delivers a pre-set length of tape—from 1" to 2½"—with each stroke of the lever. Cuts tape waste by delivering exactly the amount of tape you need! Easy to load and operate, won't slip or mar surfaces. Stop tape waste—start saving now!

Save when you buy it!

Contact your "SCOTCH" BRAND Tape distributor today for Deal SM-2. Don't delay—offer expires June 30, 1960!



Save \$508!

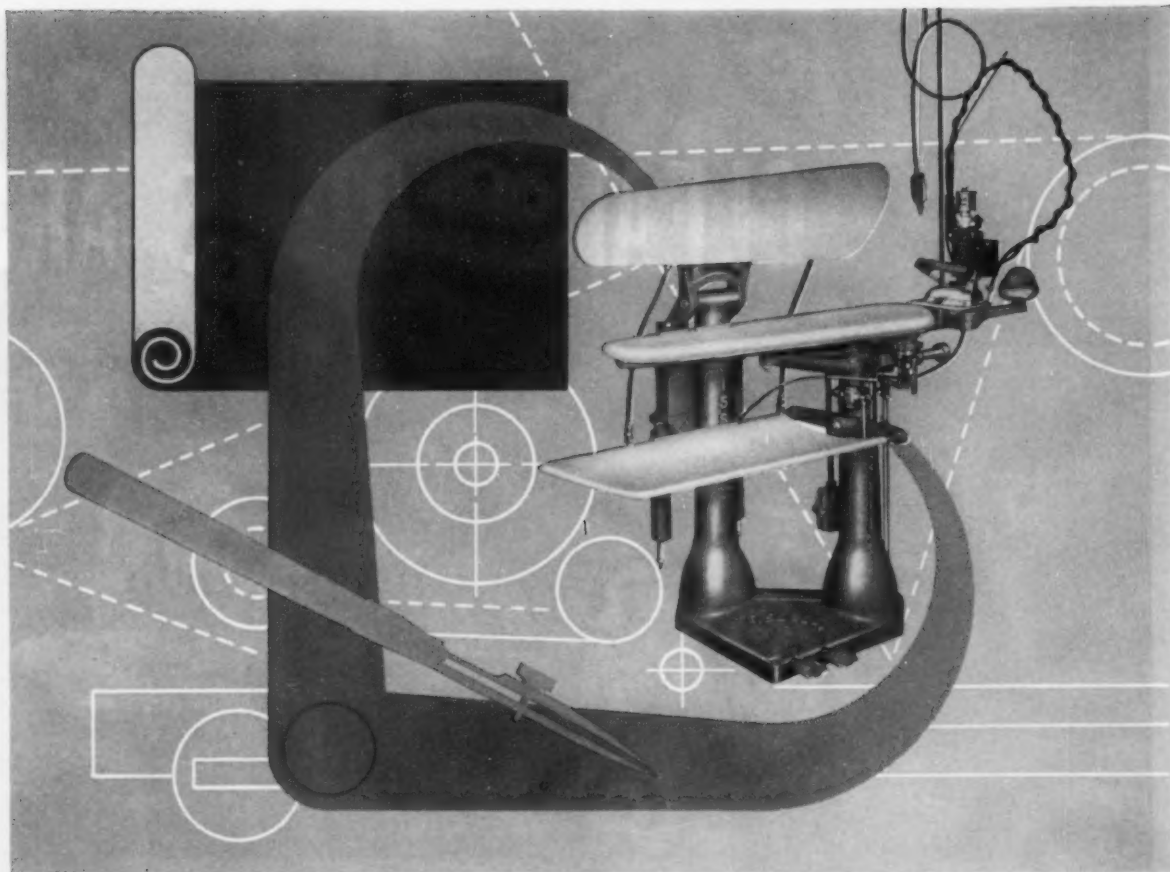
"SCOTCH" BRAND Cellophane Tape Deal SM-2 includes 12 rolls of tape, ½" x 2592" and the new M-95 Definite Length Dispenser... a \$22.99 value—now only \$17.91! You save \$5.08!

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" AND PLaid DESIGN ARE REGISTERED TRADEMARKS OF 3M CO.



new masterpiece of engineering **CISSELL OFFSET PRESS**

FULL UNIFORM HEAD PRESSURE OVER EVERY INCH

of pressing area. No press ever made perfect finishing so sure . . . so quick. Perfectly matched *machined* contours of head and buck . . . heavy *machined* cast iron columns and base . . . make precision alignment possible. *Air-Operated*, it has features for speed and ease that you've never seen before.

Needle roller bearing, floating power and universal joints provide smooth, fast and free head movement for increased production.

See it today . . . make plans to own the Cissell Offset Press . . . today's ultimate in design . . . and operation, too!

NOW, SILK FINISHING AT ITS BEST . . . WITH ALL CISSELL EQUIPMENT

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CLEAN CLOTHES ARE



CLEANEST WITH DICALITE

DICALITE SPEEDPLUS AND DICALITE 7 FILTER POWDERS PROVIDE BEST SOLVENT FILTRATION

Today's improved Dicalite filter powders take out *all* insoluble soil from your cleaning solvent, including dust. Garments come out fresh and bright, with a minimum of spotting or other handwork. Pressures stay low; flowrates stay high. You get longer filter runs between cleanups. Most important—in charged system cleaning Dicalite powders never cut the charge.

In addition, Dicalite 7 eliminates dusting, linting, graying and color-dulling, because it stops static troubles by making the solvent conductive. Dicalite 7 may cost you a little more, but it's worth every cent.

Your supplier can furnish you DICALITE SPEEDPLUS or DICALITE 7—just ask him.



Dicalite[®]

FILTER POWDERS

DICALITE DEPARTMENT / GREAT LAKES CARBON CORPORATION
612 South Flower Street, Los Angeles 17, California

EDITORIAL

Did You Notice?

Last month, without fanfare, the name of this publication changed. Since that issue we are known as **THE NATIONAL CLEANER**. The words "& Dyer" have been dropped, signifying just one of the many changes that have occurred in our industry.

In the past, dyeing was part and parcel of most plants' services. Today this is done by a relatively few firms that specialize in this art, that do the work for the industry on a wholesale basis. Practically all cleaners now farm out this work.

It's not without a tinge of regret that we make the change. The former name served well for over 50 years. No doubt the older generation will continue to identify us by that name.

By the same token, nothing in this world is constant. Half the products exhibited at the recent national convention weren't even in existence ten years ago. At that same show, one of the country's leading lecturers, Joseph Powell, said we cannot solve today's problems with yesterday's ideas.

As we enter the Exploding Sixties, it is appropriate to use the new name, to dramatize the challenges and opportunities that lie ahead.

Wash-and-wear, paper fabrics, coin-operated drycleaning plants are a few of the challenges. But they can all be turned to our advantage if handled properly. As we have said in the past, if you can't beat 'em, join 'em. There are other challenges. Good advertising and selling by other industries have reduced our take of the consumer dollar.

We have grown as an industry along with the population increase, but are getting nearly 15 percent less of customers' spendable dollars. It will take better service, better quality and *better selling* to regain that lost ground.

To help you solve these problems is the prime function of this magazine, as it always has been. We are pledged to keep you abreast of the times, to furnish solutions to your problems.

That concept remains unchanged. The physical changes in the appearance of the magazine, the name changes merely point up to you the great need in the industry for creative management and skill. With those abilities put to work, you can't miss. And we'll help you do it.

The real unsung heroes of the industry are the allied tradesmen. They spend most of the year servicing and selling. Then, days before the annual national convention, they arrive at the exhibit hall to set up their displays.

Since the two major associations run their meetings piggy-

back over a week span, these men must be on hand for the sessions, the exhibit itself, plus night duty in the hospitality suites, seven full days.

It's a grueling pace. And on top of that, their wives think they are having fun!

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Gerald Whitman, Associate Editor
Harry Yeates, Associate Editor
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This is *Fabric-Safe*® FINISHING

No Shine. Harsh heat, flattened fibers, and extreme mechanical pressure against a slick, hard surface, will cause any fabric . . . even the finest pure wool . . . to glaze. Removing that glaze means costly re-steaming and re-finishing. (On fabrics containing synthetic fibers the glaze often becomes permanent damage.)

No Streaks. Ordinary pressplates and padding will create streaks and a "watermark" pattern (moire) on both sides of the lay. Expensive, time-consuming re-do is required.

No Steam Marks. Steam "jets" shoot out of the presshead and straight through any single-type pressplate to leave a polka-dot pattern on many fabrics. Re-steaming and re-finishing is required.



No Glazed Seams or Impressions. Old-fashioned pressplates are too hot and too smooth . . . conventional padding and buck covering can't "absorb" double thicknesses of fabric. Result: both head and buck cause glazed impressions at seams, lapels, pockets.

"Lively" Fabric. Napped fabrics (such as flannels, worsteds, chevots) become dull and lifeless when "baked" by too-hot presses, too-dry steam, too-heavy pressure against a too-hard buck.



THESE give you *Fabric-Safe*® FINISHING

Fabric-Safe® **DOUBLEPLATE**®



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—the textured pressing surface



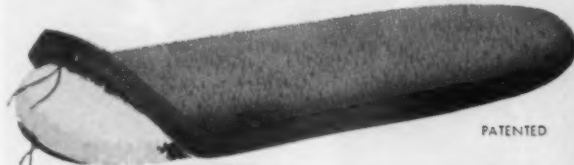
PATENTED AND
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Fabric-Safe® "licks" your pressing problem:

- ... **Fabric-Safe**® Doubleplate® **SAFE** for all fabrics
- ... **Fabric-Safe**® Doubleplate® spreads moisture evenly
- ... **Fabric-Safe**® Doubleplate® positively prevents steam marks (nickle spots)
- ... The textured surface reduces shine . . . lifts nap . . . eliminates moire

CUSHN TOP® **Cover & Pad**

PERMANENTLY-RESILIENT pressing surface



PATENTED

Ends all your BUCK pressing problems:

- ... Lastingly soft where the softness is needed—right at the garment
- ... Absorbs multiple thicknesses of fabric (seams, pockets, lapels, cuffs, buttons, etc.) to give all areas equal pressure . . . equal finishing
- ... Non-glazing, non-marking, flexible surface
- ... Eliminates button and zipper breakage



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ORDER BOTH FROM YOUR JOBBER...FOR EVERY PRESS

BISHOP FREEMAN CO. MFRS., EVANSTON, ILLINOIS, U.S.A.



Plantowner John Sudjian tells how his plant switched from wholesale to retail successfully



Convention meetings drew upwards of 800 to each session



Plantowner panel debated relative merits of package plants, routes and stores

N.I.D. Discusses

Coin-op drycleaning,



Dynamic Joe Powell used colorful chart to dramatize Exploding Sixties



Winner of grand prize (1960 Chevrolet Corvair) was Chester A. Russ of Orlando, Florida. Fellow Floridian, Frank Prather (left), presents keys to the lucky owner



Irvin N. Hackerman said the best customer control is sound promotion of cleaning services



Outgoing president, F. E. Bowers (right), shakes hands with NID's new president, Ray L. Vermeers. At extreme left is Steve B. Carroll, new vice-president. In center (left-right) are new directors: Randall F. Creed, Joseph J. Fuschini and Ewing Nicholson. Also elected, but not present, was new Director Ed. A. Lane. Appointed by the board to serve the unexpired term in District 11 is Ben Wallis

Challenging Sixties

wash-n-wear, advertising highlighted

OVER A THOUSAND REGISTRANTS heard talks on coin-op drycleaning, market trends and merchandising methods at the annual convention of the National Institute of Drycleaning, held at Chicago February 22-24. In addition, these members joined some 12,000 other people to visit the record-breaking exhibit of equipment at the International Amphitheatre where some 300 firms showed their wares. The displays occupied over 73,000 square feet of space.

One of the key talks was given by Dr. Joseph R. Wiebush of the NID on the current status of coin-op drycleaning equipment. He said that while this development has been in the talk stage for several years, today it is a reality. At least one firm had equipment on display at the show. Still another manufacturer had a pilot model on the floor.

Dr. Wiebush mentioned that two other firms had equipment in advanced stages of development. While not yet on the market, these machines were undergoing extensive testing and they should be far enough along to be offered during the next year.

Note: A detailed report of Dr. Wiebush's remarks is carried elsewhere in this issue.

The keynote address was given by Frederick E. "Ted" Bowers, outgoing president of the NID. He prefaced his remarks on the industry's challenge in the Sixties by reviewing recent accomplishments of the NID. He praised the liaison work done by the trade rela-

tions office of the NID in New York City.

Some of the results of this department's efforts include curtailment of the use of fugitive black buckram in innerlinings, of bonded shoulder pads that discolor fabrics, of lacquer prints that shrivel in processing. Other problems are still being worked on, he said.

The work of the NID research laboratories contributed a tremendous amount of technical information, too, in the past 10 years. For example, the technical bulletins on the charged system, which now has universal acceptance, would fill a small book, said Ted Bowers.

As to the future, wash-and-wear offers challenges but ones that can be met. After all, this means extra work for the housewife, and most things that have become successful in our economy have done so because they made her work easier. Not many succeeded because they gave her an extra job.

On the other hand, we cannot be complacent. Although Americans are spending more on drycleaning today than they were five years ago, the *percentage* has been dropping steadily. Five years ago they spent a little over seven-tenths of a cent out of each dollar on drycleaning. Today they are spending only a little over six-tenths of a cent for our services. That's a drop of 15 percent, as stated by Mr. Bowers.

Part of the answer may be to offer



Three Firms Get Top Award

For the fifth year, the NID announced its Prestige Builder Award Winners. As usual, judging was done by three prominent people outside the industry. This year's panel included Donald J. Wilkins, vice-president of The Advertising Federation of America; Bertram F. Bartlett, Washington office of J. Walter Thompson Company; and James P. Low, manager, Association Service Department of the United States Chamber of Commerce.

These men selected the following winners: For individual drycleaning plants top prize went to Salzberg Dry Cleaners of Bay City, Michigan, owned by Mr. and Mrs. Joseph F. Adamowski. The award was for the plant's comprehensive year-round program of public relations.

The local association award went to the Suburban Maryland Cleaners and Launderers Association. Its 31 members collected and drycleaned truckloads of garments, without charge, for the Prevention of Blindness Society of metropolitan Washington, D. C. The drive netted the society over \$3,400 for the garments sold.

Among the allied trades firms competing, the Sanitone Division of Emery Industries, Cincinnati, took first place. This was a result of the series of national advertisements sponsored by the firm to tell the public that the drycleaner is a clothing care expert who gives professional advice and help.

In addition to the three top prize winners, honorable mention went to Bunn's, Inc., Griffin, Georgia, for individual cleaning plants. A similar award went to the 49 member plants of the Cleveland (Ohio) Cleaners Institute for a local association's efforts. Another honorable award went to the Dow Chemical Company of Midland, Michigan, for an allied trades firm that did an educational program among home economics teachers in colleges, senior and junior high schools.

Hectic Election

Normally the election of officers and directors of the NID is a routine, predictable affair. Not so this year! Days before the nomination and balloting, campaigning went on feverishly. Campaign buttons were prominently displayed and conferences in smoke-filled rooms smacked of a real professional political contest.

Things began smoothly enough. The regular general meeting concluded on the final day of the convention with the usual drawing of the door prize. But instead of an exodus of the membership, an unusually large number stayed on to participate in the voting. Clearly, there was more than a token interest this year.

The nomination of Ray L. Vermeers of Paris Cleaners, Spokane, Washington, for president went along smoothly enough. As vice-president the past two years, his selection by the nominating committee was voted upon in the usual perfunctory manner. Then the fireworks began!

The nominating committee named its choice for district director for District 7. Almost immediately from the floor came another nomination. The chairman called for a vote by a show of hands. He then declared the vote too close and asked for a standing vote. Over the protests of the "other" party a winner was announced.

On the heels of this, the nominating committee announced its selection for

vice-president. Again, another nominee was entered from the floor. The first vote seemed indecisive and a paper ballot was asked for by those in charge. Immediately came charges of unparliamentary procedure from the floor. Charges and counter charges flew back and forth. One side claimed that the same voting procedures that were used in the preceding election should prevail. The other side claimed that all was in order.

Outgoing President Frederick Bowers heard the comments from the floor and assured those present that the election followed proper procedures. His explanation met with a standing ovation.

The paper ballot proceeded and the attending members selected a new vice-president. In the two controversial elections, in one case the members went along with the nominating committee; in the other the floor selection gained office. If nothing else, it proved that an aroused minority can make itself heard and that the NID is a dynamic, democratic organization. What once was an affair of a few minutes duration took upwards of two hours to settle.

What amounted to a late luncheon for a relative handful means years of enlightened, hard-driving leadership for this national association which has guided the industry to its present heights.

a special service on minimum-care garments; that is, a drycleaning service with little or no finishing. This should never be offered at prices "by the pound." It will still take skill and knowledge to handle such garments and the bulk pricing will destroy the concept of craftsmanship in the minds of the public.

The biggest answer lies in aggressive advertising, said Mr. Bowers. The NID Motivation Research project provides the guide for the industry to follow. The NID is supporting the industry by starting national advertising in *The Saturday Evening Post*. One such ad has already appeared regionally, and more are planned to follow on a broader scale. Present hopes are to run at least two ads a year, perhaps more.

This theme was picked up by William L. Browne of the NID. He said that the program largely offset the misconceptions about drycleaning that the public picked up from other sources. Advertisements from clothiers and tailors have, in some cases, told the consumer. "Save drycleaning costs" or "... a suit you can wear every day—always ready—never vacations at the drycleaner," to cite a few examples.

The national campaign helps offset this, said Mr. Browne. The local tie-in material given participating member plants, such as window streamers, counter ads, button talkers, etc., give such plants added prestige, too.

To show the effectiveness of the first *Saturday Evening Post* ad, two drycleaners cited their own experiences.

They were Frank F. Filling of Filling Cleaners, Lancaster, Pa., and W. I. "Hoss" Peeler of Riverdale, Md. Both men tied in fully with the campaign, with excellent results.

Another interesting discussion took place in the form of a debate between three plantowners on expansion. The question was whether this could best be done through package plants or stores or routes. Stanley K. Ellenbogen of Acme Cleaners & Laundry, West Palm Beach, Fla., spoke in favor of package plants.

According to him, this offers the customer the best way to fast service and convenience while still maintaining her feeling of close relationship with the drycleaner. His plants are located to take advantage of the mobility enjoyed by Americans today. Mr. Ellenbogen said that his type of package plant is almost 100 percent productive at all times.

The manager does the spotting, cleaning and general supervision. He also takes care of maintenance. The finishers stay busy on their tasks, while the counter girls also check in work, inspect and sew, as well as check out work. Thus everyone is on the productive payroll, giving him a total average payroll of 28 percent, he stated. It is possible to attain a 20 percent or better net profit on gross sales in this type of operation.

Case for routes

On the other hand, William F. Fricke of North Side Cleaners of Chicago, spoke out in favor of routes. He only wished he'd felt this way sooner, he said. Mr. Fricke gave five basic points in favor of route selling. The average route customer is likely to be a better customer because:

1. She is being contacted where her clothing and other cleanable items are.

2. She can be solicited for additional items with possible immediate results.

3. The housewife usually wants pickup-and-delivery service on household items, even if she is willing to carry garments to the store.

4. Greater customer confidence is usually established when a woman deals with a man. (He makes a better image of a professional.)

5. The regularity of service usually established with a route customer tends to get that customer into the habit of sending garments weekly, and not always waiting until the garments are evidently soiled.

Mr. Fricke further said that the

DO IT
BETTER,
OR
CHEAPER
OR
both



Close to 50% of every sales dollar finds its way into somebody's pocket. And pressers account for around 1/3 of that. So the biggest cost in dry cleaning, of course, is labor. To reduce such costs means more profit to you IF an easily saleable quality is maintained. Employees can profit, too, because of increased throughput and because better quality means greater satisfaction to them. That's just where Sanitone's pace-setting 30-90* can help.

One of the features of Sanitone Soft-Set® dry cleaning methods is that it makes finishing FASTER and EASIER even for inexperienced pressers. Steam air equipment works better, too. And the improvement in the appearance and feel of Sanitone cleaned fabrics is easily visible to your customers. What's more the quality you build in, stays in through plant handling, rack storage, truck or store delivery. Actually, New Sanitone 30-90 helps in every department. Not only does it make less moisture do more work to produce a new depth of colors but it also:

- Allows fewer classifications, produces more full loads per hour.
- Keeps spotting and wet cleaning to a minimum, no lint problem.
- Makes for faster, easier finishing, fewer pop-ups.
- Assures faster assembly. Loads come through together.

But don't take our word for it. You can learn how to reduce costs in every department with pace-setting Sanitone 30-90 through a demonstration in your own plant. Simply write to:

**Patents Pending*



In Canada:
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639 Nelson St.
London, Ontario

SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

success of a route operation does not depend nearly as much on chance as a store operation does. If customers don't come into a store there is often very little that can be done about it. On the other hand, the route can be pushed to greater sales in many ways. It is a manageable entity not nearly as dependent on customer fancy, he said.

Champions stores

Louis Zacks of Spotless Stores, Vancouver, B. C., Canada, spoke in favor of stores. He stated that the large central plant, with stores, can out-compete, out-produce, out-price and outlive competition provided a formula for each one of those factors is followed.

His plant turns out all work in one day. Call office pickups are made by trucks running from 6:00 p.m. till

midnight. Work is classified and sorted from midnight till 4:00 a.m. when drycleaning starts. Pressers report for work at 8:00 a.m. to finish some 3,000 to 5,000 pounds of garments cleaned by that time. By 4:30 p.m. the entire day's work is ready for delivery back to the stores. This schedule has enabled the plant to reduce the productive payroll from 20½ percent down to 17½ percent.

Central plant operations provide for better controls, said Mr. Zacks. They can be staffed with specialists, highly qualified and highly trained. Such plants also have an edge in buying because of quantity purchases. Similarly they are better equipped to advertise. According to him, the well-managed central plant of today will not only outperform but will outlive the well-managed package plant of today.

Several other talks were given by plantowners during the remaining sessions. Phil E. Sharrar of Artistic Cleaners, Gary, Ind., told of his automatic customer control system. The key to his system is the use of metal address plates, plus careful plant follow-up of each day's activities of the route salesmen.

John Sudjian of John-David Company, Philadelphia, told how his firm switched from a complete wholesale operation to a highly successful retail plant. The company saw the trend away from wholesale and press shops towards package plants, routes, etc., said Mr. Sudjian.

The firm made up its mind to create the right image in the public's mind—one of quality, distinction and dependability. Part of this was accomplished through smartly uniformed

Continued on page 69

On the Lighter Side



Gay Nineties party had everything, including "lin-type" photos. Recognize these folks?

The national convention offers plantowners and allied tradesmen an excellent chance to get together, and they don't overlook the opportunity. For example, the Old Timers Club of the Laundry and Cleaners Allied Trades Association held a dinner February 25 at the Stockyards Inn in Chicago.

In addition to a wonderful dinner and entertainment, an election was held for new or reelected officers. The new president is Lester Francis. For the ensuing term Mark M. Baddeley is vice-president; Richard Lane is secretary-treasurer; Sam Zuckerberg, sergeant-at-arms.

Special awards were given for outstanding industry service to retiring members, including Ed. Wilson, Harlow H. Gaines, R. F. McDonald, Bill Borsdorff, Emil Moll and Albert Mittlacher.

The Senators' Club met Monday evening, February 22, and elected new officers. The Senators are ex-officers and directors of the NID. About 30 were present to carry on the policies of the group, organized three years ago to continue valued friendships and to exchange views on the broader questions of the industry.

The following officers were elected for the next year: Phil Kolb, Jackson, Miss., president; R. K. Roody, Concord, Mass., vice-president; Jack Stacey, Portland, Ore., secretary-treasurer.

The annual convention breakfast of the NID alumni association was held Tuesday morning, February 23, with over 80 industry leaders attending. The session was presided over by "Dutch" Rothe, president of the group.

Following the breakfast, brief talks were given by Paul Jacobsen of Wallerstein Company and Art Schuelke of THE NATIONAL CLEANER. Both men discussed "The Sixties—Sizzle or Fizzle?" They agreed that the next decade can sizzle for the industry if cleaners keep sight of the need for quality work and aggressive advertising.

For general entertainment of the conventioners, a get-together party was held for the registrants Monday, February 22. Identified as "A Night in Old Chicago," the evening featured two floor shows plus continuous music for dancing in a Gay Nineties atmosphere.

The following night brought the annual style show which has become an institution of NID's annual convention. Featured were the latest spring and summer styles, both informal and formal wear for Milady and daughter.

Headline entertainers were featured at the annual banquet, floor show and dance. Singing favorite Georgia Gibbs, plus comedian Orson Bean and violinist Florian ZaBach, treated the audience to a stellar floor show.

Each day of the convention, the registrants' wives were entertained with tours including the famous Merchandise Mart, a cocktail party and luncheon, and the opportunity to attend the Don McNeill Breakfast Club radio broadcasts. Mrs. Joseph F. Adamowski of Salzburg Dry Cleaners at Bay City, Michigan, was able to get on the air during this show to let millions of housewives all over the country learn that their drycleaner was their friend, expert and ally.

A frank answer to a big question . . .

Why six soaps?

Caled only manufactures products that answer specific needs. Each of these Caled Soaps . . . superb in their efficiency . . . tops in economical use . . . and, answering your particular needs . . . is the result of Caled's proven technical know-how. They're easier to use . . . save you time and money . . . But, above all . . . you get superlative results.



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BRENTWOOD, MARYLAND

APRIL, 1960

PACEMAKER

Charge: 1½% All Systems

TYPE OF PLANT USE: Fast production plants with moisture controls. PACEMAKER handles water perfectly to give outstanding pass-up results. Absolutely no filter pressure problems. Work flow through plant constant. Works with all moisture controls . . . no lint problems. Really fool proof production.

FAX

Charge: 1½% Petroleum Only

TYPE OF PLANT USE: Petroleum use; Fastidious results. Greatest soil removing qualities of any soap available. Amazing spot removal. Finishing fastest ever. Delivers lint-free, wrinkle-free garments. Brilliant colors, soft, soft feel. Moisture use optional, not necessary.

Cals Charge

Charge: 1½% Wet or Dry Use

TYPE OF PLANT USE: Wet or Dry Charge. Cals Charge gives you the option of using or not using moisture, depending on type loads being cleaned . . . and delivers a lint-free, soft feeling garment. Excellent carbon soil removal. Light in color . . . easily tested.

PACE-PERK

Charge: 1½% Perchloroethylene Only

TYPE OF PLANT USE: All perchloroethylene plants. Designed specifically for use in all perchloroethylene systems to give outstanding results in soil removal, brighter colors, less spotting, softer fabrics. Used with or without moisture controls. No problems in use . . . stays in the system to cost you less. Easily tested.

SUPER C

Charge: 1½% Dry

TYPE OF PLANT USE: DRY DRYCLEANING. Used dry, gives outstanding cleaning. No classification needed, no lint, no static, no wrinkling problems. Linings need no pressing . . . no shrinkage due to moisture use. No disturbed sizings . . . soft lovely fabrics. No need to test, stays in system.

FILT-R-OUT CONCENTRATE

Batch Detergent

TYPE OF PLANT USE: Batch detergent—Petroleum or synthetic —When a charge system is not desired . . . FILT-R-OUT CONCENTRATE gives outstanding detergency results . . . used as batch either dry or as moisture stock. Widely used as moisture carrier in Cals Charge plants. It's use adds to charge, making for economy.

When the honeymoon is over . . .



Store displays help sell wedding gown service to prospective customers

Photograph of each gown is taken by plant manager John Filippo and mounted inside lid before delivery to customer



Hanger tags promote special service to plant's regular customers

Black tissue paper protects gown from wrinkles after package is sealed



Sell wedding gown service

WEDDING BELLS will ring out for thousands of brides across the country during the next few months. Aggressive plantowners will seize this opportunity to attract additional volume by processing and packaging one of the bride's most cherished garments—her wedding dress.

Three-point program

A three-point program to promote this sideline has been used successfully at Velvetone Cleaners, Chicago:

1. A sales contest for counter girls stimulates new business.

By HARRY YEATES

2. An attractive bridal gown chest protects the garment and keeps it permanently sealed.

3. Displays set up in the stores direct the customers' attention to this specialized service.

During the month of June plantowner Arnold Dorfmann sets up a sales contest for counter girls in each store. The plant operates with seven call offices throughout the southwest section of the city and suburbs. Monthly sales meetings are held for all store girls during the year. Mr.

Dorfmann discusses the wedding gown promotion at the June meeting.

Counter girls are asked to send in a report on the names of new brides appearing in various neighborhood newspapers. They also pick up leads by talking to customers. A letter signed by the plantowner is mailed to each prospective customer. The letter calls attention to the fact that Velvetone specializes in wedding gowns.

A record is kept of all names the counter girls submit to the plantowner. If the lead turns into an actual

Continued on page 37

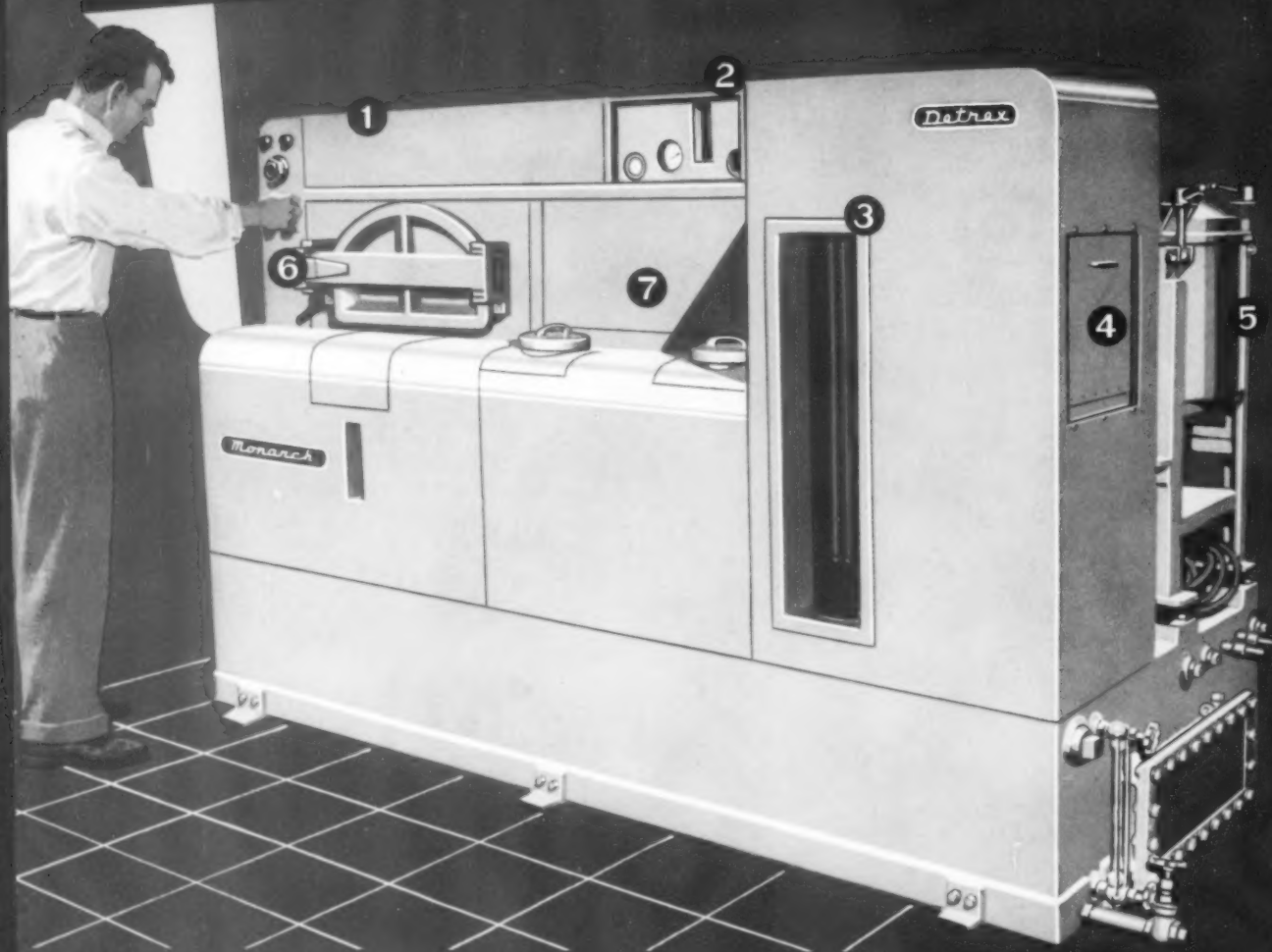
DETREX

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Have Done It Again

**A Great New Automated Machine That's
Years Ahead in Design and Performance**



The Completely New DETREX



Single or Two Bath Cycles with Amazing Ease and Efficiency of Operation

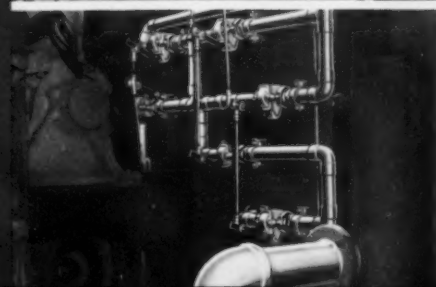
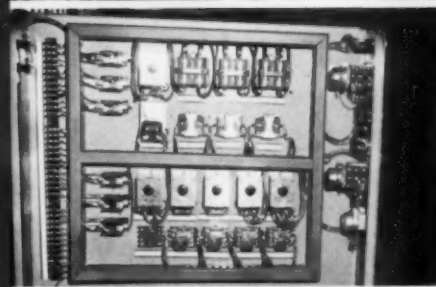
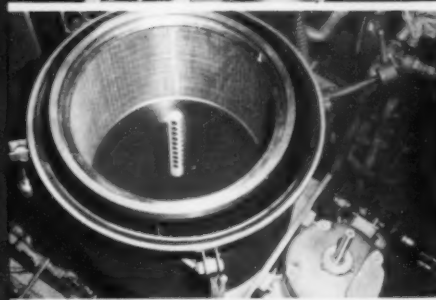
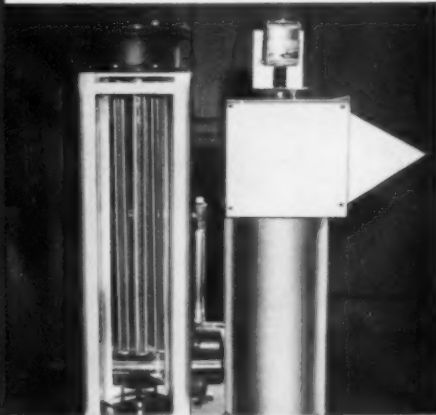
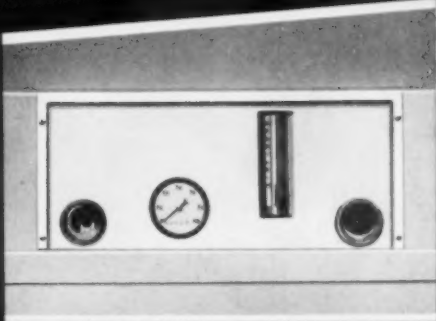
Detrex Machines are always recognized for their advanced design, quality construction, efficient operation and dependable performance. The New Monarch Model 528 and 528-B is another outstanding example of Detrex engineering leadership.

The compact overall design, with built-in filter and extractor, occupies remarkably little floor space. The new placement of cleaning chamber, electrical con-

trol panel, dials and gauges makes operator control effortless. The new filtration system is the most effective ever offered to the industry.

A long list of automatic features and controls, several of which are illustrated at the right, make the amazing New Monarch the most automated equipment on the market . . . the most advanced 35-lb. capacity machine yet introduced.

Monarch MODEL 528 and 528 B



1 Smooth, Streamlined Appearance

The Detrex Monarch is now more functional and attractive than ever before. The lustrous Hammertone finish is unsurpassed for service-

ability. The smooth, flush top and enclosed filter and piping, provide a streamlined contour requiring a minimum of maintenance.

2 Centralized EZ-VU Controls

The operator of a New Monarch has instantaneous sight control of all operations. Electrical controls have been moved to the left front for easy accessibility. Gauges,

sight glasses and thermometer are clustered in one compact eye-level panel. Filter operation is illuminated and viewed through special super-strength Pyrex glass.

3 Built-In Steady-Flo Filter

This remarkable new filtration system *automatically* performs *every* requirement for perfect filtration during each cleaning cycle. Each load begins with perfectly clean filter tubes which are *automatically*

precoated with filter powder. Additional powder is *automatically* fed onto the tubes while garments are being cleaned. Spent powder is *automatically* back-washed to the extractor after every load.

4 Automatic Filter Powder Feeder

This unique device has made the new filtration system even more outstanding. The filter powder hopper holds an average day's re-

quirements of filter powder, which is fed into the filter automatically. A simple control adjusts powder feed to all cleaning conditions.

5 Faster Centrifuge Muck Recovery

Reclamation efficiency of this new unit is 25% greater than cooking systems. Extraction of solvent from spent powder takes only 15 to 20

minutes at the end of the production day. This Centrifuge unit is trouble-free and requires no consumption of either heat or water.

6 Easy-Access Electrical Panel

The New Monarch electrical control panel is mounted vertically on the side of the machine for convenient servicing. Encapsulated Relays eliminate soldered connec-

tions, give positive contact and prevent carbon build-up and pitting. Quality materials, painstaking workmanship and rigid testing are Detrex constant standards.

7 Automated Valve Controls

All normal operating valves on the New Monarch function automatically. Only valves used for maintenance are manual. Other impor-

tant improvements are larger-area, spiral wound solvent cooling coils and copper tubing with sweat fittings used on piping carrying solvent.

CLIP OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.

Box 501, Detroit 32, Michigan

Please send me the following Detrex literature:

- | | |
|--|--|
| <input type="checkbox"/> Monarch 528 and 528B literature | <input type="checkbox"/> Synth-O-Saver literature |
| <input type="checkbox"/> Drycleaning Machine Catalog | <input type="checkbox"/> Econ-O-Perk literature |
| <input type="checkbox"/> Dialomatic Conveyor literature | <input type="checkbox"/> 30-Month Lease Plan Information |

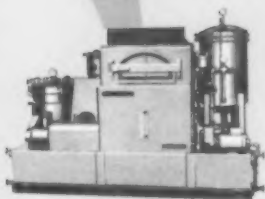
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Better Built for Bigger Profits



CORONET

Made-to-order for
Low Volume Operators.
Single-Bath Model 422.
80 lbs. per hour.



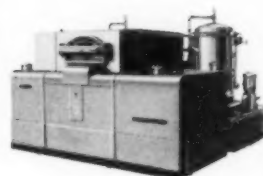
MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 528.
Two-Bath Model 528-B.
140 lbs. per hour.



DIPLOMAT

Meets the Needs of all but
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200 lbs. per hour.



AMBASSADOR

Highest Capacity in the
Synthetic Field
Single-Bath Model 600.
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300 lbs. per hour.



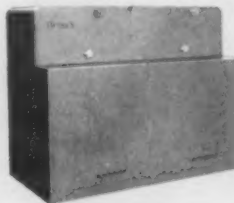
SYNTH-O-SAVERS

Standard Model 326,
Automatic Model 326-A.
35-lb. capacity.
Standard Model 340,
Automatic Model 340-A.
50-lb. capacity.



ECON-O-PERK

Model 900—5-gal. capacity
for smaller sized
operations. Doubles
solvent mileage through
air recovery.



ECON-O-PERK

Model 910—10-gal. capac-
ity for larger sized
operations.
Doubles solvent mileage
through air recovery.



CONVEYORS

Dialomatic controlled for
automatic time-saving
delivery of dry-cleaning
or laundry bundles.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

5c POSTAGE WILL BE PAID BY —

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. CC—600

DETROIT 32, MICH.

FIRST CLASS

PERMIT NO. 9288

Detroit, Mich.

Mail this Post Card
TODAY

for complete information on Detrex equip-
ment, financing terms or leasing plan. Just
fill in and mail, no postage required.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

WEDDING GOWNS

Continued from page 32

order, the counter girl is paid a 10 percent commission on the retail price of each wedding gown processed. The price averages anywhere from \$18 to \$35. The exact charge depends on the amount of time and labor spent on each wedding gown.

To boost interstore competition in selling wedding gown service, Mr. Dorfmann awards a "trophy of the month" to the store showing the greatest increase in new business. The trophy is displayed on the counter in the winning store along with a counter card that reads "Thanks to you customers for making us the Velvete store of the month."

Wedding gowns are packaged in a three-part collapsible gold cardboard box. The boxes measure 24 by 18 by 16 inches on the inside, and cost approximately \$3 apiece. The bodice and sleeves of each gown are stuffed with black tissue paper. The inside cover of the box is covered with three-gauge plastic and sealed with tape.

Gowns photographed

Mr. Dorfmann believes that a personal touch helps keep customers sold and influences additional sales from other brides. To achieve this, each wedding gown is photographed by the plant manager before it is sealed in the package. A small studio set up in the plantowner's office makes an ideal spot to photograph the gowns. One wall is covered with black felt as a backdrop for the dress. Black felt is also spread on the floor to protect the finished garment while it is being photographed.

A 5-by-7 photograph of the customer's dress is mounted in a die-cut inset panel on the inside lid of the box. In this way, the customer can view her gown without having to unseal the package. A self-sealing emblem imprinted with the name of the plant is inserted above the photograph and on the outside of the box. The package is then wrapped with one-piece gold elastic ribbon.

To show customers how wedding gowns are packaged, a display is set up in each call office. A wrought-iron floor display in the shape of a heart was designed to hold one of the wedding gown boxes. This is placed in front of the counter where customers can easily see the finished garment in the gold box.

Velvete also promotes wedding gown service among regular customers. Hanger tags announcing the service are placed on all outgoing suits and coats during the months of May and June. # #

How To Satisfy Customers



*27 for a PENNY!

* Serve 27 customers automatically with a White Call Office Conveyor. The cost in electricity will be approximately 1 cent.



White

CALL OFFICE CONVEYORS

THEY SPEED SERVICE AND BRING IN NEW CUSTOMERS, TOO!

Mr. Plant Owner! Remarkable things happen when you install a White Call Office Conveyor in your plant. Increased business? YOU BET! Customers are impressed? ABSOLUTELY! Speedy Service? IT'S UNBELIEVABLY FAST! Our salesmen have a number of interesting "Picture-Success Stories" to show you and tell you about. A phone call or postal card will bring literature or a personal visit without obligation on your part.

MAIL THIS COUPON
FOR COMPLETE CATALOG AND PRICES

WHITE MACHINE COMPANY, INC.
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Please send information and prices on your conveyors for:

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Your Jobber

Damaged Man-Made Furs Can Be Restored to Usable Condition

Special techniques save claims
for California cleaners

By LOU BELLEW

RESTORATION of synthetic fur garments, many damaged by careless handling, is becoming a profitable sideline for Frederick Cleaners & Dyers, Inc., in Los Angeles. During the past four or five years this firm has prevented hundreds of expensive claim adjustments for other drycleaners in the area.

Matting and tufting of these man-made furs, as well as breaks in the garments caused during processing, have long been a problem with many drycleaners. Most of these garments, according to Bob Fredericks, have a knitted backing of Orlon, while the pile is a blend of Orlon and Dynel, or Darvan (formerly known as Darlan). This knitted backing lessens dimensional stability, and if wet-cleaned the garment will pull out of shape when hung up to dry. The weight of the water often causes coats to gain as much as a foot in length.

After wetcleaning there is only one way to get enough of this water out so as not to cause the garment to sag out of shape, and that is through extraction. The extraction often causes breaks, which are hard creases in the material that appear as streaks against the fur-like appearance of the original finish. These streaks are often caused by hard packaging methods in shipping them to retail stores from the manufacturers, and this crushing effect can result in as bad wrinkles as does over-extraction in a cleaning plant.

Orlon and Dynel are brittle fibers and have a tendency to split at the ends and tangle if subjected to abrasion. The resultant matting and tufting are apparent shortly after purchase, due to normal wear on the seat and under the arms. Carding or combing, although indicated, is the worst possi-

ble solution since it splits more of the fibers and contributes to further matting.

Heat is another enemy of these fibers since the material melts at 250 degrees. This rules out steam, tumbling, hot rooms and spotting guns.

Bob Frederick, who also serves as drycleaning instructor at the Los Angeles Trade-Technical College, became aware of the problems of handling man-made furs shortly after they were put on the market. To properly handle these garments he purchased a special machine quite similar to the type used in fur glazing, but still different in three ways:

(1) The diagonal grooves in the drum are a quarter inch shallower than those on a fur glazing cylinder;

(2) the heated drum operates at a temperature varying between 242 and 245 degrees, which is just below the 250 degree melting temperature of the fibers; (3) the felt roller beneath the drum moves only when the garment is in position during the glazing operation.

All drycleaners in the Los Angeles area were sent a form letter announcing that Fredericks was in a position to recondition synthetic fur garments that had become matted or had breaks caused by improper handling by careless employees.

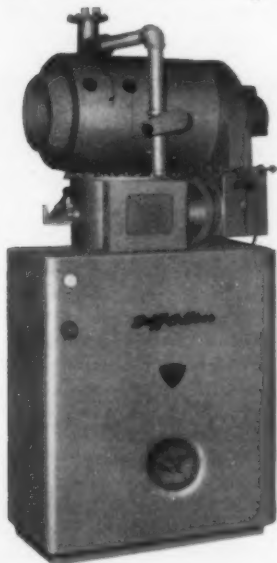
Here is the step-by-step procedure for restoring damaged garments to a presentable condition:

1. The temperature of the glazing drum of the machine is brought to



Both these jackets are of Dynel. Bathmat appearance of jacket on right is due to over-extraction and tumbler abrasion which caused severe matting. Jacket at left was properly cleaned and glazed to near-new appearance

It's fantastic! Recover $\frac{1}{2}$ * your solvent costs from the Air!



"SNIFF-O-MISER"

Even though your reclaimers are working at top efficiency, perc solvent vapor still escapes from the cleaning machine and in handling garments. And it's surprising *how much* perc escapes: In most plants, at least 50% of the total solvent used is being air-wasted. Circulating air to get rid of the annoying odors adds to the waste, for not only is the solvent lost, but cooling the room temperature boosts your heating bill also. But there's an easy answer — Hoyt "Sniff-O-Misers"! These sensational new vapor adsorbers sniff up solvent fumes and reclaim your solvent for re-use . . . save up to 75% of your present solvent costs . . . get rid of solvent odor . . . soon pay for themselves.

There are three "Sniff-O-Miser" sizes — one for any plant, and all attractively designed with the distinctive Hoyt cabinet. The compact Model 1 (for floor, wall or ceiling installation) is extremely popular in small plants.

When you buy reclaimers and vapor adsorbers, it always pays to look for the Hoyt features.

Write for bulletins or see your distributor

HOYT

WESTPORT, MASS.

Automatic Dryers, Reclaimers and Chillers



*"Sniff-O-Miser" owners report solvent savings of 50% to 75%

245 degrees while it is standing still. This is checked with an accurate thermometer even though the machine has good temperature controls. In motion the drum temperature drops to 242 degrees, which is safely below the melting point of the fibers.

2. There is need for steam, but it must be lower than 250 degrees. To get a "safe" steam a portion of the garment (one sleeve, for instance) is dampened with a water spray gun to about the extent you'd spray a cotton dress for pressing. The sleeve is placed cuff first under the glazing drum and glazed to the shoulder in a cloud of safe steam caused by contact with the hot (242 degrees) drum. The final step is to reverse the process and finish up by glazing from the top of the sleeve down to the cuff.

The glazing operation on the entire garment proceeds in this manner on just a small portion at a time, with individual spraying on each portion.

3. Proper finishing of sleeves calls for holding the tips of the cuffs against the glazing drum as a final step, since the cuffs tend to mat due to the friction of daily wear. This excessive matting is also noted around the pockets, collars and seat, for the same reason.

4. Linings are then finished with a dry hand iron (no steam). The ironing is done very quickly so as not to run the risk of having the heat penetrate to the fibers and cause melting.

Care saves cost

Frederick's charge to other dry-cleaners for the reconditioning of damaged garments is \$5, the same as to its over-the-counter customers. This is justified since there is twice as much work in glazing a damaged garment, even though it has already been cleaned, because it is necessary to glaze it twice . . . from bottom to top and from top to bottom. An undamaged garment cleaned at Frederick's needs only to be glazed from top to bottom for proper finishing.

Much of this could be avoided if cleaners would study the bulletins printed by the National Institute of Drycleaning and others. Thanks to the efforts of the California Drycleaners Association, most California cleaners are kept aware through educational bulletins of the problems presented by the introduction of new fabrics. A prime factor in a lessening volume of damaged garments coming into Frederick's from local drycleaners is the fact that Brooklyn Harris, formerly on the NID staff, is now director of education for the CDA.

A technical bulletin on man-made furs, dated September 1959 and compiled by Mr. Harris, is illustrated with photos of Dynel fibers magnified 2,500 times. It reads as follows:

"Dynel is a thin, flat fiber with two round edges held together with a thin sheet of plastic. The thin center sheet is easily cracked with bending, twisting or abrasion. . . . The splitting and breakage is a major cause of matting. Carding and combing contributes to splitting and should be avoided. The consumer should protect these fabrics from hard wear and deep soiling, which decreases the matting of the pile fibers and reduces the amount of agitation required to remove soil during the cleaning process.

"The drycleaner must eliminate all possible abrasive action during drycleaning. Such fabrics should be pre-spotted, then placed in the drycleaning washer on filter-circulation, with the wheel not turning, for five to ten minutes. During the last two or three minutes of this period the wheel should be rotated to flush out the loosened soil. A very light extraction, air drying, and compressed air finishing will complete the process and should

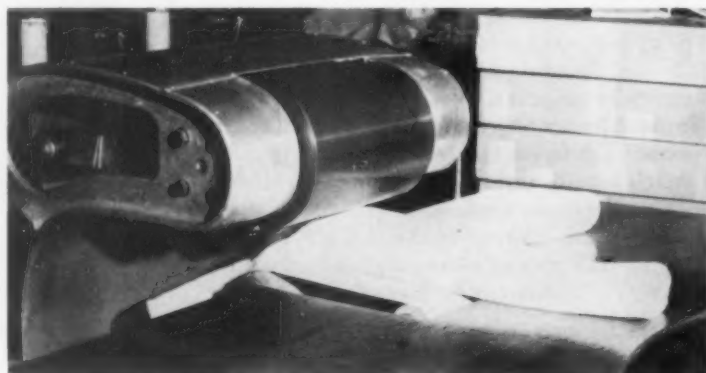
return the fabric to the owner in its original condition, minus the soil.

"Dynel is a copolymer of acrylonitrile and vinyl chloride. It does not absorb water, will not burn, melts at 250 degrees F, is resistant to acids, alkalies, bleaches and atmosphere.

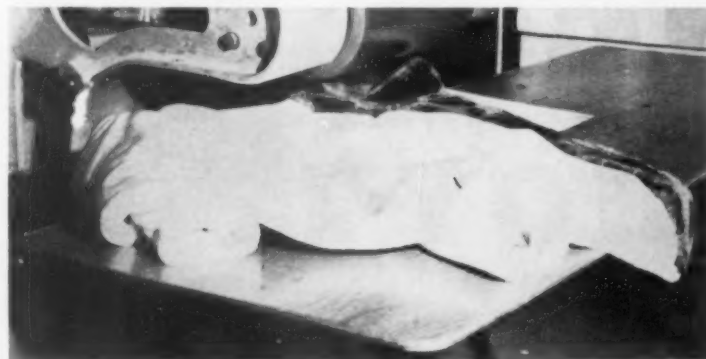
"REMEMBER: It splits . . . is brittle . . . and softens in acetone."

According to Bob Frederick, considerable volume comes from customers of the better department stores in his trade area. Each of these stores is furnished important-looking certificates attesting to Frederick's ability to handle man-made fur garments. These have been a considerable factor in overcoming customer reaction to the warning labels in these garments. These labels most often read "Clean by furrier method." Clerks, when asked what this means, generally replied, "Like cleaning a fur coat . . . take it to a furrier."

Since many furriers in the area were getting as much as \$25 for cleaning these garments, it was small wonder the stores encountered considerable sales resistance. The certificates helped store sales, and they are quick to recommend Frederick Cleaners. # #



With drum revolving, jacket is in position for glazing. Procedure is to glaze from shoulder down to cuff for proper finish



Collars are finished by starting at center seam and working out to end on each half

For the Stubbornest Stains



Mr. Signal
SPRAY SPOTTER

QUALITY WORK
at production
speed!

- CLEAR
- ODORLESS
- NON IRRITATING

- RINSES FREELY
- NON-THICKENING
- NON-CLOGGING

- MULTIPLE USE:
- Spray Spotter
- Pre-Spotter
- Neutral Lubricant

Closest Thing to Automation

Mr. Signal is safe to all colors and fabrics and compatible with all soaps and solvents. It reduces handling, practically eliminates wet cleaning and guarantees maximum removal of soil, stains, oils and greases with no wrinkling. No rubbing or brushing is ever necessary. Comes in new re-usable plastic gallon.

STAINLESS STEEL SPRAY TANK AVAILABLE . . . \$34.95

- ECONOMICAL
- 1 to 4 Dilution
- NON-STAINING
- Free from all Fatty Acids

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SIGNAL
PROVEN
PRODUCT

Ask your favorite jobber salesman
or write us direct for additional literature

Signal **CHEMICAL MFG. CO.**
Bedford, Ohio

Exclusive?
ANOTHER
"FIRST"
in National

THE DRYCLEANER

Part
IX

and Shirt Laundering

Installation and preventive maintenance of equipment

PERHAPS THE LEAST READ books in America are those sent out by manufacturers when they ship cleaners new equipment. This applies to the installation manuals and the maintenance instructions.

If you receive new shirt laundering or finishing equipment, be sure to read the manual before installation. If it says to use two traps, or 1½-inch pipe, remember that the manufacturer gives you this advice after many years of experience.

Do it his way. Then, if you don't get the desired results, he can't say that you failed to use his instructions.

A general rule to keep in mind is to leave enough space around new units so that they can be cleaned and serviced properly.

On equipment requiring steam, most instructions advise hooking up the inlet steam and letting it blow through before attaching the trap and return pipes. Small particles or pipe dope that might clog the lines or trap are eliminated this way.

Shut-off valves for each press may seem an unnecessary expense, but they prove their worth many times over. If you have any work to do on any press, this method enables you to do so without holding up production on other presses on the same steam line.

Make sure your equipment is level. Bolt presses down. They have a tendency to creep and can cause damage if they move very far out of line. This advice is even more vital for washers, extractors and washer-extractors. The latter require a special foundation which will be specified by the manufacturer.

Back to presses, be sure the air supply is clean and dry. Open the drain valve on the air compressor every night while the tank is under pressure. Moisture must be kept from accumulating in the unit. If it isn't dry, the water can cause damage and prevent the presses from operating properly.

Along these lines, an air filter ahead

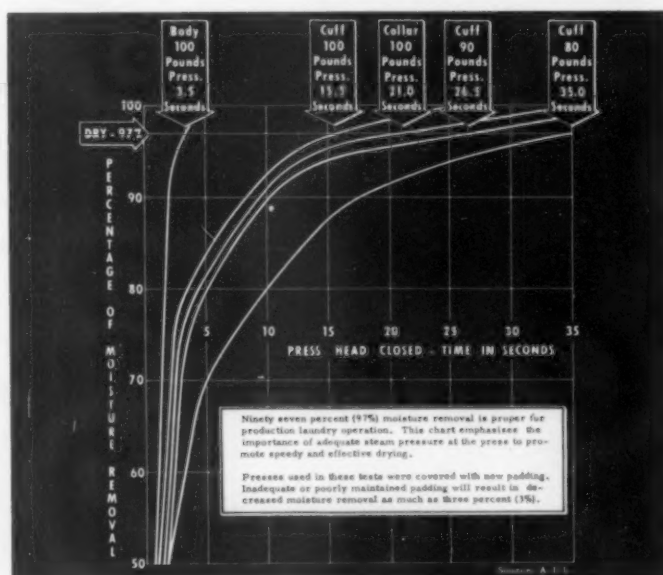


TABLE I. Steam pressure vs. drying time

of each press is good insurance, too. This strainer should be opened while the air pressure is up, once or twice daily, to drain off any build-up of moisture in the lines between the compressor and the finishing equipment.

When you are sure your steam-line piping is correct and there are no leaks, cover it with asbestos insulation. It saves fuel, keeps the plant cooler and is safer. Also make sure all pipes are strapped or fastened to prevent vibration.

Follow maintenance instructions

Every manufacturer sends a parts list and instruction book with his equipment. File them so they can be referred to when necessary. These books cost time and money and are designed to help you. If you have to replace a worn part it's a lot easier to identify the part by name, rather than refer to it as "this little thing on the end of the round loop" or "the square thing on top of the rod."

Maintenance manuals also explain lubrication. They tell what kind of oil and grease to use—and when. Follow them religiously. After oiling or greasing a piece of equipment, wipe off the excess. If it is oozing out or running down the sides, it doesn't help the performance of the machine. On top of that, it is a good place for lint and dirt to stick. And nothing burns more rapidly than oily lint.

If you have more than a couple of presses, it's a good idea to keep a file card on each piece of equipment. Keep a record of lubrication, repairs, padding changes, etc. Without this record you have to rely on your memory for the next time to take care of the equipment. But the chances are, you or your maintenance man will forget. Nothing can take the place of records.

If you are revising your layout or adding new equipment, here is a good tip. There is a new pipe dope being made that comes in ribbon form. It's ½-inch wide. To use it, you stretch enough ribbon to cover the pipe

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 HUEBSCH ORIGINATORS



MAGNETIC DOOR LATCH
 for safe, sure, silent door closing. Modern design eliminates triggers, buttons, springs.

SELF-CLEANING LINT SCREEN

automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

AUTOMATIC BACK-DRAFT DAMPER

prevents hot air and lint from blowing back into tumbler. Protects pilot light, keeps surroundings cooler.

EASY-TO-ADJUST FEET

for quick, easy leveling and alignment of tumblers, regardless of floor slant.



VARIABLE TEMPERATURE SELECTOR

Customer chooses correct temperature setting for efficient drying of various fabrics.

HUEBSCH "37-A"
 GAS-HEATED TUMBLER

HUEBSCH ORIGINATORS • MILWAUKEE 1, WIS.

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLERS

CHOICE OF ANY COLOR AT NO EXTRA COST

Choose the exact color you desire (a color swatch will do) and we will duplicate your choice.

ONLY 37" TUMBLER IN THREE SIZES

Only Huebsch offers choice of three sizes: 37" x 30", 37" x 24", 37" x 18". Standard or Coin-Metered Models.

HIGH TEMPERATURE LIMIT CONTROL AND AIR FLOW SWITCH

standard equipment on all models.

1. Check boiler pressure.
2. Check traps. Make sure they are working properly.
3. Check extraction. Normal practice is to extract until the moisture content is equal to 50 percent of dry weight. A shirt weighing $\frac{1}{2}$ pound dry should be $\frac{3}{4}$ pound after proper extraction, before finishing.

Courtesy—Fulton Boiler Works, Inc.

Courtesy—Pantex Manufacturing Corporation

Continued on page 69

It's Easy... to Get the **MOST** Out of this Can!



Packed only in five-pound, friction-top, lithographed cans, to insure high-oxygen-content material at all times.

"Most" is the *highest available oxygen content.*

When you use Eaton's Century Brand Sodium Perborate, you get a gentle, slow impartation of oxygen to the wool goods you are treating. You get the regenerative action which is so desirable . . . bleaching, and bringing back the soft, springy feel and original degree of whiteness your customers want in their woollens.

Century Brand Sodium Perborate is produced with the *highest possible available oxygen content.* That's why this can gives you the "most". It's specially designed to seal in this oxygen content, and keep it available for your benefit.

Don't compare Eaton's Century Brand Sodium Perborate with commercial grades packed in barrels, kegs, cartons, and paper bags. Century Brand is manufactured and packed especially for the dry cleaning industry. Its purity and effectiveness are sealed in this can. Keep it sealed . . . and you'll always get the "most" out of it.

Order from your distributor *today!*

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

Established
in the year
1838

1490 Franklin St., Detroit 7, Michigan
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The Challenge Of Coin-Operated DRYCLEANING*



Pilot models of another manufacturer have been installed in St. Joseph, Michigan

By DR. JOSEPH R. WIEBUSH

Dr. Joseph R. Wiebush has been director of research for NID since 1956. A native of Lancaster, Pennsylvania, he received his bachelor's degree in chemistry at Franklin and Marshall College and his doctorate from the University of Maryland.

DURING THE PAST few months you have heard many reports on the subject of coin-operated drycleaning units. We have made it our business at NID to seek out what information is available, and separate the fact from the rumor.

Coin-operated drycleaning has been talked about for several years.

Is it really available now? Is it finally getting out of the talk stage?

The answer to this is yes. One manufacturer exhibited a coin-operated unit early last fall at a state convention. We saw our first commercial installation of this one last November. In addition to this machine already available, two other leading manufacturers have coin-operated dry-

cleaning units in advanced stages of development. Their machines are not yet on the market.

Both companies have produced a number of pilot models which have undergone extensive testing. Some units have operated through a great number of test loads, without actually having been installed in a commercial establishment. One model has been tried out in a commercial self-service laundry.

There is no doubt that either or both of these companies can put a workable machine on the market during the next year, once they make the decision to do so. In other words, both machines are out of the idea stage and are actually a reality, awaiting only the details of tooling for production, and arranging for distribution. There is no doubt that either or

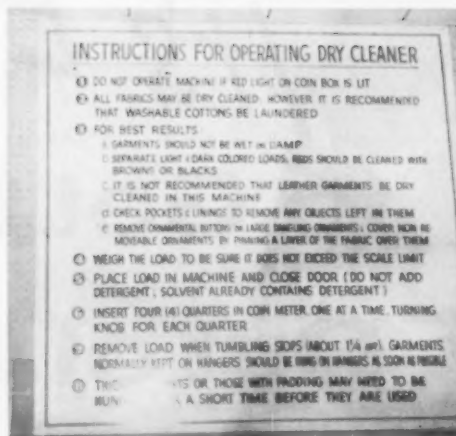


Chart above machine in St. Joseph spells out operation for housewives



This installation in Chicago was operating in a coin-op laundry before the NID convention

both of these companies will produce such a machine, if there is a large enough market available.

What kind of equipment are we talking about? How does it differ from the usual drycleaning machinery?

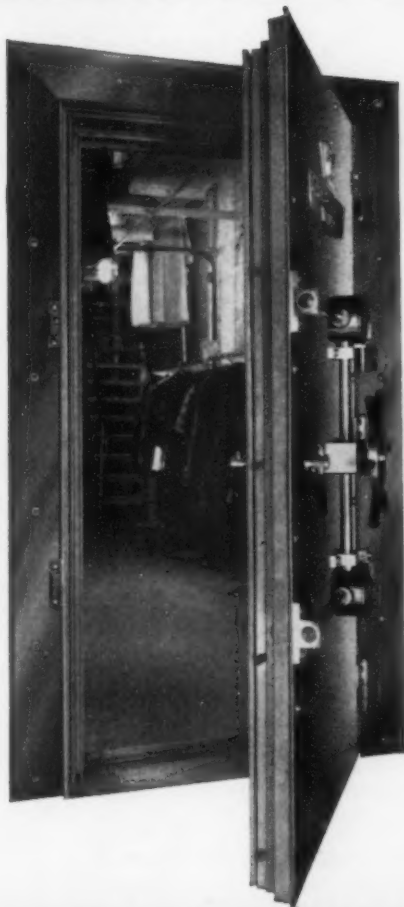
While all three of these machines differ in important details, and each has particular engineering innovations, all of them have some things in common.

In the first place, no matter what you may have heard about new mysterious solvents, the only solvent being considered at the moment is perchlorethylene. All of the machines are essentially small, hot-type units. The

*From a talk given at the annual NID convention, Chicago, February 22-24, 1960.

Ask Haertel about

STORAGE VAULTS



This is the door to extra profits for cleaners and launderers. Doors like this throughout the nation lead to storage vaults in which Haertel Vaultmaster* units economically and automatically provide controlled safe conditions for furs, synthetic furs and cloth garments.

The many operators already using Haertel vault equipment have added to their profits three ways. They make money on storage fees; they get extra cleaning by processing storage garments during the normally slack summer months; and they all report increased year-round volume.

Learn how you, too, can open this door to extra profits. Mail the coupon or call us today.

*U.S. Patent No. 2,582,986

WALTER HAERTEL COMPANY



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- ☐ Please send me your free brochure in which cleaners and launderers using Haertel vault equipment tell how it pays off for them.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____



Toledo, Ohio, coin-op laundry has had this machine in use for several months

capacity of the machines is in the range of 9 to 12 pounds, and the one machine now in production is a twin-type unit. In other words, it has two baskets which operate independently, with each basket of approximately 9 pounds capacity.

The coin-operated units differ somewhat from the "hot" machines that drycleaners have known in the past. Up to now, all commercial drycleaning equipment has been steam-heated. These units are heated electrically for drying. This means that such equipment can be installed almost anywhere, whether or not a steam boiler is available on the premises. As you see, this means that established self-service laundries could install such equipment without first installing a boiler.

The cleaning and drying are done in the same basket on all of these machines. During the drying cycle, the system is entirely closed, and the air is heated by means of electrical coils. Now, as you may know, perchlorethylene is decomposed by red-hot electrical coils, to give hydrochloric acid vapors and other toxic products, but these heaters are all of a low-temperature variety, amply enclosed. No corrosion of equipment or formation of toxic decomposition products is possible, any more than from heated steam coils in a conventional drier.

All of the machines I have seen are designed to operate on a single-bath system, with detergent. The detergents that are now being used are the same drycleaning detergents that single-bath drycleaners are now using. That is, they are light-colored synthetic detergents. Some of the detergents I saw in use will carry large quantities of moisture without difficulty.

How much attention will these machines require from the proprietor?

All of the manufacturers are designing their equipment to allow for a minimum of attention. In other

words, unattended operation is being contemplated. This means that probably once a day the operator will stop by, empty the coin boxes, check the general solvent level and condition, precoat the filter, add detergent as needed, and then go his way. In all of these arrangements, the customer will add nothing to the drycleaning machine except the clothes. (And, of course, the coins.)

How will the solvent be kept in condition?

There are no stills presently available which are heated by anything but steam. (Remember, a boiler is not required for these machines.) The plants consequently will operate without distillation. Perhaps we will some day see electrically heated stills and auxiliary equipment, but to my knowledge no distillation is contemplated. Naturally, if the unit is owned by a drycleaner, there is nothing to prevent him from taking the solvent out from time to time and distilling it in his drycleaning plant. He could also cook the muck.

Sweetener powders and activated carbons as well as conventional filter aids will be used liberally. On the arrangements I have seen, the machine itself is placed along a wall, with all of the auxiliary equipment out of sight behind the wall. All the customer will see is the attractive front of the drycleaning machine.

Some of you have wondered whether or not a customer, an ordinary housewife, might not be frightened by the imposing nature of a drycleaning machine. You may be sure that all of the machines that I have seen present no such formidable front. The machines will not look terrifying, complicated or anything else. Some of the pilot models are very attractive.

What about finishing?

This is a question every drycleaner asks. No finishing is contemplated for coin-operated units. When you stop and think of it, many things that are

drycleaned do not require finishing. Go along the line of garments in your own plant, and look at the carcoats, sweaters, blankets, overcoats, afghans, snowsuits, comforters and sack coats. There are many other things that require little or no finishing—in the eyes of some customers, at least.

Of course, no drycleaning system will put creases back in trousers nor pleats back in skirts, but on the other hand, the creases are no worse when they come out of the drycleaning bath than they were when they went in. The low speed at which these machines extract does not promote wrinkling. In fact, a lot of the wrinkles come out in the tumbling.

What kind of a drycleaning job will such equipment do?

Now let's be honest with ourselves. A lot of the work I saw come out of these machines would be regarded as good drycleaning. Of course, difficult stains, ground-in soil, blood, gravy and such things will not come out in such a drycleaning system, any more than they come out now in the low-concentration, single-bath drycleaning system as we know it. Lightly soiled clothes, where finishing is not critical to the appearance, come out looking quite good. Heavily soiled clothes such as work clothes, children's clothes, jackets and such, come out of the drycleaning bath looking a lot better than when they went in.

Since many average customers hardly know the difference between good and average drycleaning, any soil-removal differences between this system and the systems used by many drycleaners is not great at all. The quality of the work presumably will find acceptance with the customer.

As I mentioned, we have stood in some of the places where coin-operated machines were operating. We did not state our interest to the customers. The customer acceptance surprised us. The loads of garments that the customers were drycleaning were quite varied. The customers, almost without exception, seemed pleased by the results. The cost of \$1 per load in the units that we saw was accepted as very reasonable. The customers expressed great curiosity about these machines, and the machines do not stand idle for long between loads.

How will such machinery be marketed? How much is it going to cost the consumer to use it? Will it fill a need?

These questions I can answer only in a general fashion. As these machines become available, and you have the opportunity to see them work, you

Continued on page 80

Thank You



Thanks to all concerned for the opportunity you gave Permac to display its new, exciting line of drycleaning equipment to the entire industry.

Thanks, too, for the wonderful reception you gave Permac at the Chicago Show.

Permac once more completely dominated the vast exhibit. Drycleaners were amazed to see this most modern of drycleaning machines again feature something new...something really meaningful to operators interested in maximum profit...the revolutionary new Comput-O-Matic...the world's one and only control system that **WASHES...EXTRACTS...WATERPROOFS...SIZES...and DRIES completely automatically.**

The Computo-Matic is just one reason why Permac is the show-stealer wherever it goes...one more reason why Permac always welcomes an opportunity to be seen in action.

See the Permac in action. Write, Call or Wire:

American Permac, 48 Merrick Rd., Rockville Centre, N. Y.
Pinnacle Products, 2743 North Western Ave., Chicago 47, Ill.
North East Permac, Co. 29 Washington Ave., Natick, Mass.
West American Permac, 1300 Douglas, Los Angeles, Cal.
Stebbins Mfg. & Supply, 1735 Blake St., Denver, Colo.

AMERICAN
PERMAC
its beauty is rivaled only by its performance

DRIVERS' COMPLAINT LIST

Cleaning	Laundry	Shirt Dept.
Spots	Not clean	Poor pressing
Odor	Losses or mixup Flat Rough	Buttons missing
Poor pressing	Poor finishing	Torn or damaged
Repairs missed	Flatwork not finished	Starch too light
Losses	Fade	Starch too heavy
Damaged	Shrinkage	Dirty or spotted
Shrinkage	Damaged	No starch
Buttons	Lint	Price
Not clean	Price	Losses
Price	W. A. not finished	Do over
Do over	Do over	Misc.
Misc.	Misc.	

Quality Control Can Be Made To Work

Customer gripe list helps maintain better plant efficiency

By HARRY YEATES

HAVE YOU EVER tried to pinpoint exactly what customers think about the quality of work produced in your plant?

Plantowner Vernon Oie of Fox Valley Cleaners, St. Charles, Illinois, wanted to know what were the most common complaints among his cus-

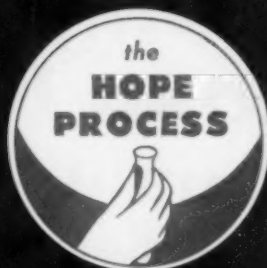
tomers. In his estimation, over-all efficiency was pretty good. But, after all, it's the customer who is the final judge of whether the plant is producing quality work, says Mr. Oie.

To accurately evaluate quality in every department based on the num-

Continued on page 54



Results of quality control check are posted in production departments



the big **PLUS**
in quality cleaning!

the **HOPE PROCESS**

**SCIENCE'S LATEST DRYCLEANING
DISCOVERY! IT'S THE MOST EXCITING
NEWS IN CLEANING HISTORY**

sign of changing times!

Progressive drycleaners* who are now using and featuring the Hope Process will tell you that all detergents are not alike . . . So will their customers!

*Names on request

... and, to obtain maximum efficiency with Hope detergents, use

PREMIUM DARCO®

... the super-activated carbon developed especially to keep modern charge systems—like the Hope Process—in peak condition for effective cleaning.

Ask your Hope man about the new Hope Process . . . and about Premium DARCO.



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Let's Face Facts!

**You'll Make It or Lose It
with Your Cleaning Quality!**

Your only
competition
is another
Manitowoc
owner!

A BIG, BIG
trade-in
allowance for
your present
equipment!

Stop losing
money with your
present equipment
— switch to
modern Manitowoc!

It's better
to own a
Manitowoc
than to
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against
one!

You can offer
both the best
quality and
the fastest
service
in your city!

You can't compete
in price,
quality or service
with yesterday's
equipment!

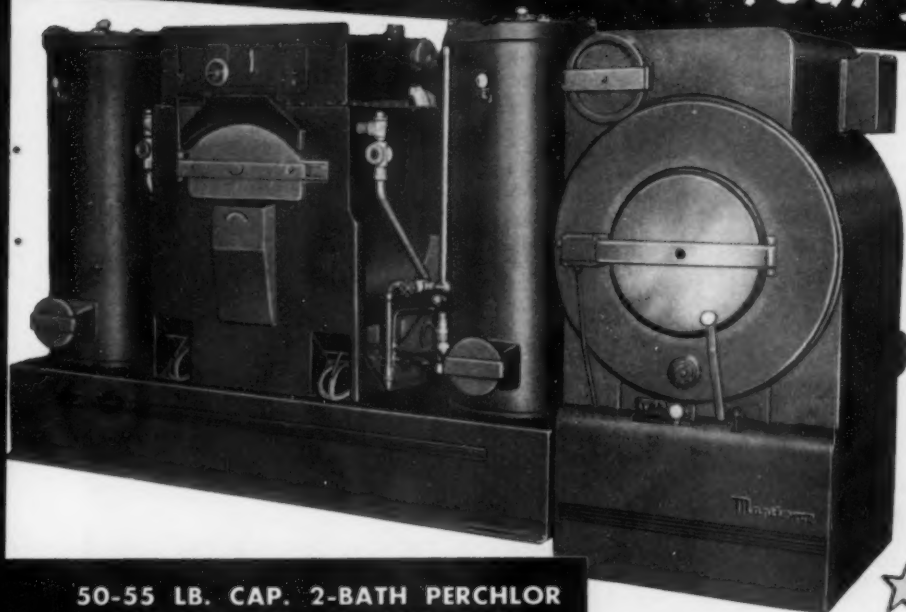
Trade-In
your cleaning
headaches now!

Meet and beat
any price
competition
and still
stay in
business!

Most Modern
features
in today's
most
modern
units!

with this ALL-NEW MANITOWOC

No One Can Match Your Quality!



50-55 LB. CAP. 2-BATH PERCHLOR
150 LBS. PER HR. AND OVER

★ HEAVY CAPACITY,
HIGHLY EFFICIENT
SOLVENT COOLERS

★ NO MORE BURNED OUT
MOTORS WITH SMOOTH
FLUID DRIVE

★ DELUXE TUBULAR FILTERS
... FINEST MADE TODAY

★ BUILT-IN, DIVIDED STORAGE TANKS
SAVE SPACE ... INCLUDE HANDY
SLUDGE AGITATORS

★ TRUE 2-BATH CLEANING WITH
EXCLUSIVE DIVERTI-FLO

★ MAINTENANCE-FREE COPPER TUBING
USED THROUGHOUT

★ RUGGED DODGE TORQUE ARM
DRIVE ON RECOVERY TUMBLER
ALWAYS RUNS TRUE, WITHOUT
VIBRATION

★ UNITIZED DESIGN ALLOWS
INSTALLATION ANYWHERE

★ FULLY AUTOMATIC AIR CONTROLS

★ LARGEST 36" x 38" RECOVERY
TUMBLER INCLUDED AT
NO EXTRA COST

★ OVER 94% SOLVENT RETURN WITH
"EXTRA-DRY" ** MUCK EXTRACTION
PROCESS

★ BIG SELF-ALIGNING DOOR CAN'T
LEAK ... HAS AUTOMATIC BRAKE

★ 40 GPH "NO-SURGE-OVER" STILL*

★ 4-WAY VALVES FOR FAST, EASY
BACKWASHING

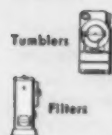
★ HEAVY-DUTY CENTRIFUGAL PUMPS
HANDLE HUGE VOLUME OF SOLVENT

*Pat. Pend.

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PASTE ON POSTCARD AND
Mail Today!



Tumblers

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**A Complete Line of
DRY CLEANING and
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Spotting and
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Dry
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Send more information on the following:

- ☐ NEW 50-55 lb. 2-bath Perc unit
☐ 35-40 lb. 2-bath Perc machines
☐ 70-80 lb. 2-bath Perc unit
☐ Single bath machines

- ☐ Tumblers
☐ Filters
☐ Stills

Name
Company
Address
City Zone State

Continued from page 50
ber of customer complaints, he set up a control chart. It acts as a method of improving output and keeps productive employees quality-conscious in every department.

The control chart includes 12 most common customer complaints about drycleaning, laundry and shirt service. Running a predominately route operation (11 routes average over \$800 per week each), the plantowner is not able to keep close contact with all of his steady customers. In the past he wasn't always aware of a specific complaint unless the route salesman called it to his attention.

Control sheets are distributed to the route salesmen every week during the year. When making a call, the salesman records any type of negative customer reaction about quality. Control sheets are turned in at the end of each

week. Results are tabulated by office personnel. The total number of complaints in each category is recorded on a weekly and monthly basis.

Productive employees in the drycleaning department keep a count on the number of pieces processed during the week. A record is also kept of the number of laundry bundles and shirts processed weekly. By comparing the number of pieces or bundles with the number of complaints, the plantowner determines the degree of quality in all departments based on actual output.

Mr. Oie divides the number of garments cleaned by the number of reported complaints to give a rating for the week of "poor," "average" or "excellent." Results are plotted on a graph to indicate increases—or decreases—in the number of customer complaints for every department.

At the end of the first year, records

indicated that Fox Valley Cleaners was receiving one complaint for every 80 pieces processed in the drycleaning department. With better training and closer supervision of productive employees, the plant is now averaging one complaint for every 110 pieces processed.

What was the most predominant customer complaint during 1959? The most common complaint in the drycleaning department was poor spot removal. The second most common complaint was careless pressing. Supervising each operator in the spotting and finishing departments has resulted in better work and less customer dissatisfaction.

Complaint records are posted on a wall chart in the production departments. This gives the employees an accurate check on their own output. According to Mr. Oie, complaints of all types have dropped almost 40 percent since the control chart was set up for the route salesmen.

Semimonthly meetings are held with the route salesmen, two plant supervisors and all productive employees. Customer complaint lists—and ways to improve quality—are discussed at these sessions.



Recording number of complaints on weekly analysis sheet simplifies quality control in every department

Keeping customers satisfied

To show customers that the plant is vitally interested in quality, Mr. Oie recently established a program of guaranteeing any new shirt against wear and tear if processed consistently by the plant for a year. Every new shirt is marked with a guarantee date in the collar. Direct-mail pieces announcing the plan were distributed to customers on the routes.

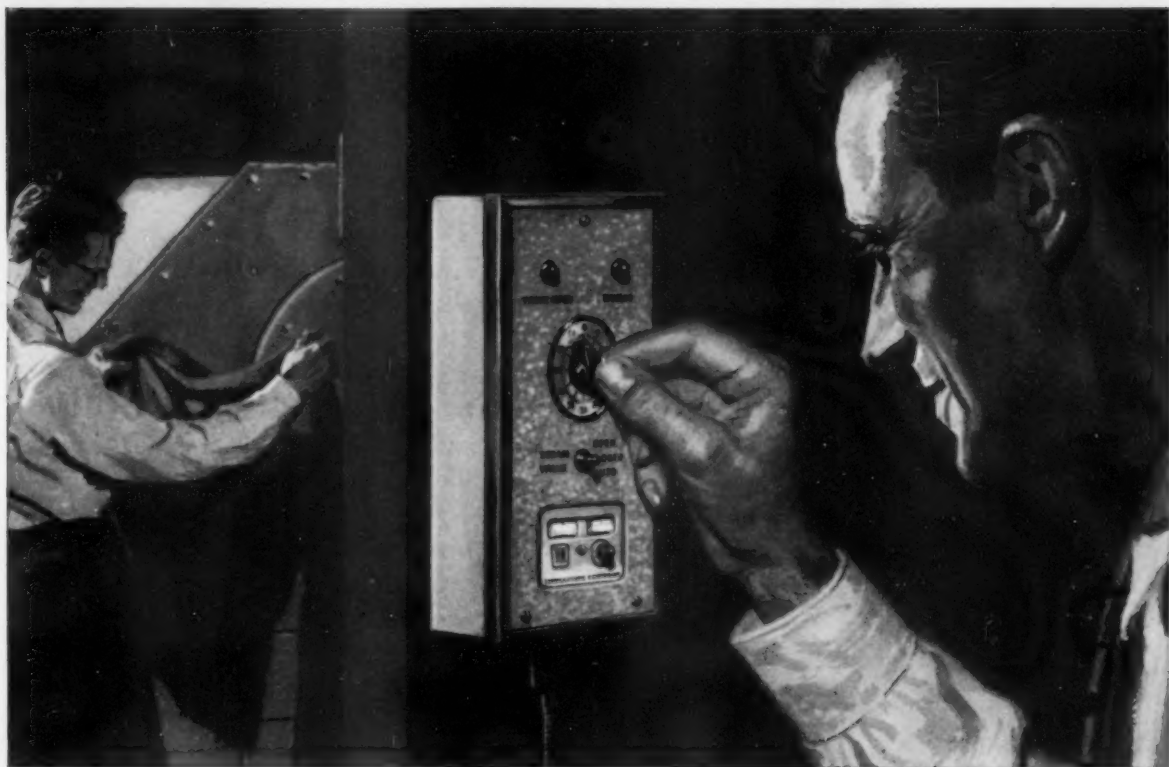
During the year a small percentage of unavoidable claims is paid by plant management. For instance, if a defective piece of equipment damages a customer's garment, it's imperative to settle the claim immediately. The plantowner has designed a special claim check to handle such situations. The check is imprinted with the company trademark—a drawing of a fox—with its face imprinted in red ink and a caption that reads "Is my face red!"

Mr. Oie has found that this type of check does a great deal to eliminate customer dissatisfaction with plant services. It is noted that in several instances customers who have received a payment have actually showed the check to other people at various club meetings as an example of how the plant cleverly handles its claim payments. # #

A black and white image of a "Special claim check" form. The form is titled "CLAIM DEPARTMENT" and "Fox Valley Launderers and Cleaners, Inc." with a check number "N° 2248". It includes a drawing of a fox's head in a circle with the text "Is My Face RED!". Below this, it says "PAY to the order of" followed by a line for the amount in dollars. At the bottom, it says "STATE BANK OF ST. CHARLES". There is also a section for a message: "Our sincerest apologies for the inconvenience we have caused you. We hope you find this claim settlement satisfactory. Most of all we want to thank you for your patience."

Special claim check helps restore customer goodwill

Now! Precise control of tumbler temperatures



HONEYWELL'S NEW TUMBLTROL*

For drycleaning reclaimers and laundry tumblers

- 1. New accuracy for safer drying**
- 2. Fast response**
- 3. Easy to install**

Now you have all the controls you need at one panel to give you an ideally dried load of garments *every time!* Honeywell's Tumbtrol lets you select the right drying time and temperature for any garment—even hard-to-handle synthetics.

The Tumbtrol reacts instantly to any temperature change in the laundry tumbler or drycleaning reclaimer.

Both the temperature reading scale and set-point scale are clear and easy to read. Two bulls-eye lights show whether the dry cleaning process is operating and if the steam valve is open or closed. A drying time dial lets you choose the exact interval for each load. Control panel can be mounted anywhere.

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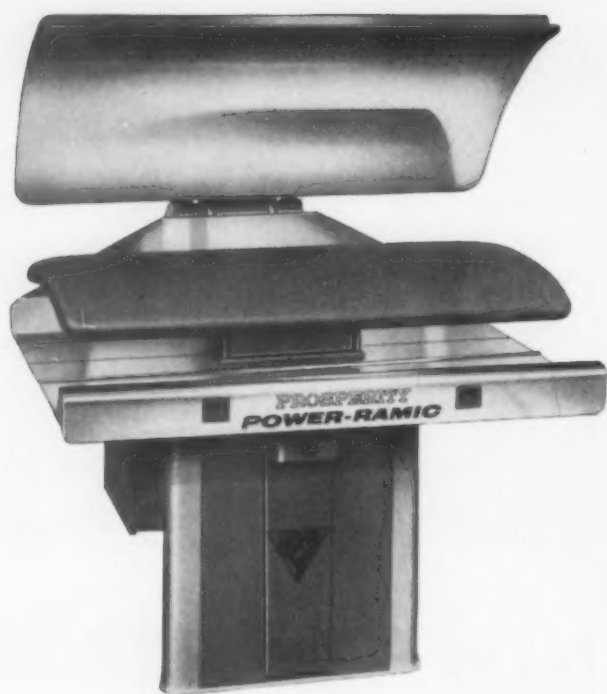


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Give Your Steam Traps a Break

HERE ARE TIPS THAT WILL LET THEM
DO THEIR JOBS PROPERLY

By JOSEPH C. McCABE

RECENTLY we've been looking into drycleaning plants expressing interest in package plants. This look-see has led to discussions of everyday operating problems. High among these problems are sluggish drainage from steam heated equipment or uneven heating of the equipment. Usually the operator worries if he is pushing his equipment too hard or if the piping to it is too small.

In many instances a casual check on the complaint reveals installation shortcomings that make you wonder how any steam gets through to the equipment at all. The most glaring weakness we have found is the absence of suitable drip pockets (Figs. 1, 2) and pipe supports (Figs. 3, 4).

The important supply lines

We had one drycleaner question us closely on this point. He showed us, in fact, the specifications that had been drawn up covering his piping installation. There were two shockers in the specifications and they are ones that often occur. The one was "piping shall be hung in a suitable manner." And later on the covering statement that "any municipal, state or agency codes covering piping shall be applicable." Many governmental specifications or codes we have heard described charitably as "eccentric." We must agree. On the subject of pipe supports you'll find little or no solace from such agencies on what to do. Here are some helpful tips.

For your main steam lines where

the pressure runs fairly high and you have a high-temperature fluid flowing whose quantity can vary from minute to minute you may find a spring hanger is the ideal support. It will allow for the pipe to jiggle up and down in response to the surge of pressure and temperature it is experiencing. Your lower pressure lines or your water lines could probably get by with a constant support. But before you firmly decide, watch your line and see if it jounces around under load.

Perhaps before you make this visual check your best bet would be to take a carpenter's level and see if your piping lines—that is, the lines bringing steam or water to equipment or removing condensate from it—are pitched in the direction of flow. Otherwise you may have a sagging pipe line that looks like a roller coaster to the water or steam flowing through it. If so, every so often the pocket fills up a little and the water or steam has to slug its way through. The water hammer this develops can set any pipe line to quivering and jouncing. In fact, if you have no pipe supports of any sort (and we have seen such installations) you can bet you have a number of sagging joints, especially around valves and other pipe fittings.

The condensate return

Once you have reached your steam-using equipment you might use that carpenter's level again and see if your equipment is standing level. Look around it; if you had to bolt it down when you put it in or use a concrete grouting to hold it firm, see whether

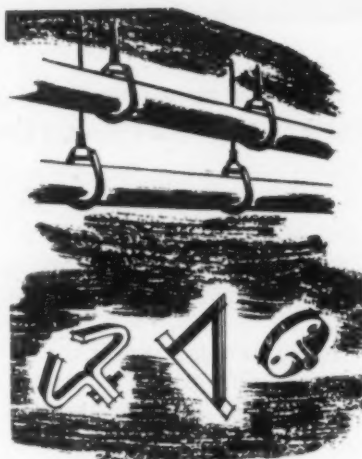


Fig. 3 (top). Pipe hangers are used in the way shown. Fig. 4. There are many forms of hangers. Order standard ones like these

any of the bolts have worked loose or if the concrete has cracked around the equipment. All of us have seen equipment in service bouncing around like a jitterbug during operation. Imagine what's going on inside and also how the condensate going to the trap or other condensate removal equipment is sloshing around, swamping the trap in one instance and starving it in the second.

After you have left the equipment, take an over-all look at your condensate piping. This could stand the carpenter's level, also. Then look at these few but important checks on your trap installations. Some manufacturers may modify these, but generally they are accepted as sound.

- Install at accessible location.
- Install at lowest point of system.
- Use fine-mesh strainer with blow-down valve ahead of trap.
- Blow out piping under full steam pressure before installing trap.
- Check directional markings on trap bodies or nameplates.
- Install shut-off valves on either side to permit isolation for maintenance when required.
- Install one trap on each coil or each unit of equipment being drained.
- Where condensate must be lifted, install check valve between trap and riser.

Continued on page 60

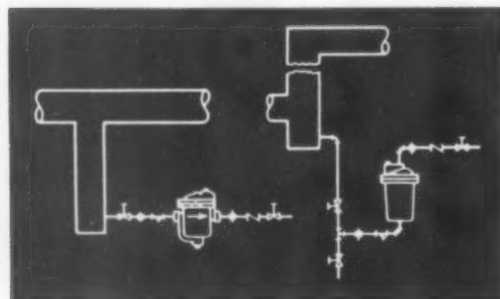


Fig. 1. Drip pockets (left) allow condensate to reach trap

Fig. 2. Traps should be installed ahead of loops and risers

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Continued from page 58

- Pitch horizontal inlet lines to traps to keep them full of condensate and prevent steam binding and water hammer.

- With most designs, install trap as close as possible to equipment being drained.

- When more than one trap drains into a common return line, install a check valve between each trap and the return to prevent reverse flow in case one or more units are shut down.

- Install unions on either side of trap to facilitate removal.

- Never use pipe smaller than trap connection size.

- The return line should be no higher above the trap than the level to which the lowest line pressure can lift condensate. Multiply lowest line pressure by two to determine the maximum height in feet.

- Install a water seal to prevent steam binding when the trap can only be installed above lowest point in apparatus. Water seal should be combined with check valve to prevent back-flow.

- Install larger traps on the first and possibly the second coil of a number of coils which are in series with respect to air flow through them.

- Install a return line large enough to prevent excessive back pressure.

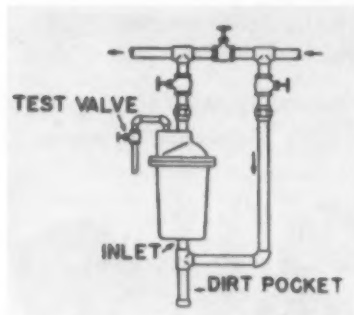


Fig. 5. Test valves are excellent aids

Now let's get into the trap itself. If a trap fails to function properly and the cause is not evident, it is a good idea to check the discharge. If a test outlet (Fig. 5) is provided this is a simple matter; otherwise it will be necessary to disconnect the trap discharge connections.

If the trap gets cold and fails to discharge, it can be for a number of causes. Excessive inlet pressure may stop the valve from opening. The wrong pressure may have been origi-

nally ordered; the pressure may have been increased by changes in the system without making the proper changes in the trap valve assembly; pressure-reducing valves may be out of order and the inlet pressure much higher than normal; pressure gauges on boiler or pipe system may be reading low; it is also possible that the valve orifice has been increased in diameter by wear and the cutting action of abrasives in the condensate.

Sometimes steam or condensate fails to reach the trap. This can be caused by a blocked strainer, where one is used; by a damaged valve which blocks the flow, or a blocked pipe line or fitting which prevents normal flow.

Worn or damaged mechanism may block trap operation, locking it in the closed position. The only remedy is to replace with a new assembly.

In some cases a high vacuum in the return line will make the pressure differential so high that the valve cannot open. The cure is to replace with higher pressure parts.

The trap body may be filled with dirt, which blocks the proper action of the float or bucket. Clean the trap and then install a strainer or remove the dirt at its source.

Other sources of trouble

On inverted bucket-type traps there is a small vent in the top of the bucket which must be kept fully open at all times. This can become blocked with oil and sediment when large amounts are present in the condensate. A strainer will eliminate a large part of these deposits. Sometimes it is advisable to enlarge the hold; in other cases a vent scrubbing wire (Fig. 6), which is easily installed, will stop the trouble.

If the trap is located above a leaky bypass valve, the condensate will escape through the leaky valve and only steam will enter the trap.

On services where a siphon pipe is provided to remove the condensate from some types of equipment, such as drying cylinders, the siphon pipe may be broken or damaged and only steam enters the trap (Fig. 7).

In water heater coils, drainage may be prevented by a vacuum in the coils. The usual remedy is to install a 1/4-inch check valve as a vacuum breaker between the steam admission valve and the coil.

Steam will escape through the trap if scale or other material gets stuck on the seat, which keeps the valve

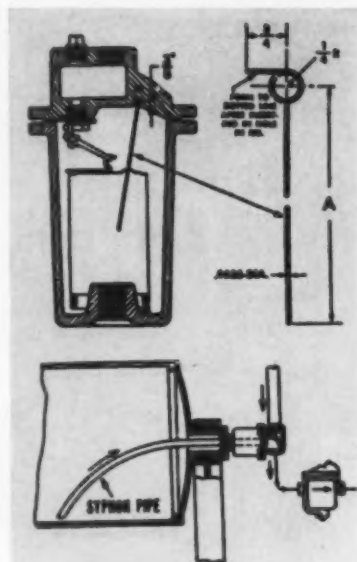


Fig. 6 (top). Scrubbing wire for removing oil and deposits from air vent in inverted bucket-type traps. Inlet tube must be removed from trap body

Fig. 7. Drainage connections on a revolving cylinder; pressure on the condensate accumulating on the bottom of the cylinder is driven up through the siphon into the trap. A broken siphon will stop the trap operation

from closing tightly. If the seat or valve is worn the same thing will happen. Keep them clean, and install a strainer if there are troubles from this source.

The trap may also lose its prime. If a test reveals that live steam is blowing through, close the inlet valve for a few minutes to allow condensate to accumulate ahead of the valve. Then open the valve slowly, allowing the condensate to accumulate in the trap. If this works the trap mechanism is probably all right.

Loss of prime is usually due to sudden or frequent drops in the steam pressure. For such conditions the trap should be located well below the unit or service being drained and a check valve should be provided.

If the trap discharges continuously, the first and most obvious reason is that the trap is too small. However, there are cases where traps serving other parts of the piping system have partially or completely failed and the condensate is carried along to the overloaded traps.

The first step is to check other traps on the system which might shunt the condensate to the overloaded trap. It is also possible that the trap is designed for high pressure and is being

Continued on page 64



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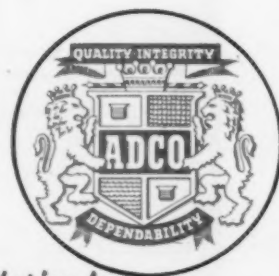
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Continued from page 60
used on a low-pressure job. This should be checked and, if true, the valve assembly should be changed to suit the lower pressure.

The excessive amount of condensate may also come from large volumes of water being carried away from the boiler with the steam, due to foaming or priming. This, of course, means that the boiler conditions must be remedied before any attempt is made to change the trap. A separator installed in the lines ahead of the trap may remove the excessive moisture.

After all the above potential causes of the trouble have been checked, the

remaining solution is to install a larger trap, or another trap in parallel with the old one.

In checking trap operation by watching the condensate discharge, it may be found that the trap is operating properly. Cases of insufficient heating occur mostly in connection with traps serving two or more units. The units may be short-circuiting with large quantities of condensate remaining in the units, reducing the heating surface and capacity. The remedy is to install individual traps on each unit.

The trap may have inadequate air-handling capacity. On being checked, the trap may appear to operate prop-

erly, but with inadequate air-vent capacity the time lapse between discharges may be much too great. A thermic vent unit may be the proper remedy, and in other cases a larger trap is needed.

Even though a trap appears to have the proper intermittent operation, this does not always indicate that it is big enough for the job. Condensate removal may still be too slow for maximum efficiency of the unit which is being drained. If lack of capacity of the units is indicated, a larger trap may be the solution, even if the present trap appears to be operating effectively.

Sometimes a trap may operate properly when discharging to atmosphere but fail to function properly when discharging into a return line. This may be caused by the return line being too small; other traps may be blowing steam; the vent to the atmosphere in a condensate receiver may be blocked; there may be obstructions in the return line such as accumulations of scale and sediment at tees or elbows. It can also be caused by too high a vacuum in a return line, resulting in too high differential pressure across the trap valve which fails to open.

Sometimes the trouble is caused by a combination of the different causes. Each one should be systematically checked before blaming the trouble on the trap.

Steam waste

Controversies often arise about leaking steam traps wasting large quantities of steam, and the trap is condemned by the owner or engineer. The complaint is based on the release of considerable volumes of steam with the condensate. High-pressure traps discharging into the atmosphere, either in operation or under test, will release large volumes of steam even if the trap is operating perfectly.

For example, one pound of condensate at 150 p.s.i. pressure and 365°F. (the condensing temperature for this pressure) will convert about 15 percent of the condensate into flash steam when released into the atmosphere, or a return line operating at atmospheric pressure. This is a natural phenomenon and cannot be prevented. If the amount of flash steam results in a large heat waste, the logical remedy is to install some type of heat exchanger or heat recovery method that will retain the heat in the flash steam. But don't blame the trap for the waste of steam under these conditions. # #



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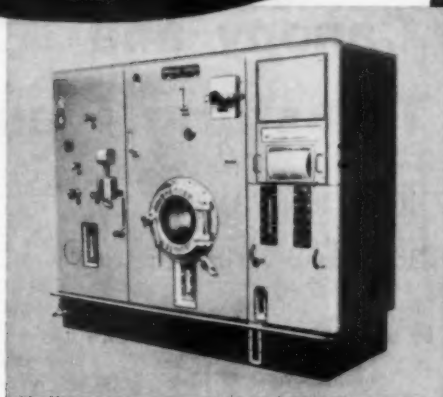
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Attractive Canopy and Paint Job Transform Plant

Fresh new look is drawing new customers for this cleaner

A COLOR CHANGE on the building, plus an unusual canopy, has converted a parking area into attractive drive-in facilities. Orchid Cleaners in Long Beach, California, one of the city's quality drycleaning establishments, has recently taken on a beautiful new look.

Owned and operated by Steve Carroll, NID vice-president, Orchid has undergone a remarkable change, at comparatively little cost for the added volume it is now attracting. For years this plant enjoyed a comfortable volume without fanfare, relying for the most part on word-of-mouth advertising by satisfied customers.

As modern as tomorrow, equipment

By LOU BELLEW

and interior furnishings provided excellent work and service. But the exterior was a sedate dark green that attracted little attention from motorists on the heavily traveled thoroughfare.

Just recently Steve converted his parking area into a drive-in by building a side entrance to the call office and erecting a simple but beautiful protective canopy. Of gold-colored anodized aluminum, it extends 22 feet out from the side of the building near the sidewalk. From a 16-foot width above the side entrance, the canopy

tapers to a 10-foot width at its point.

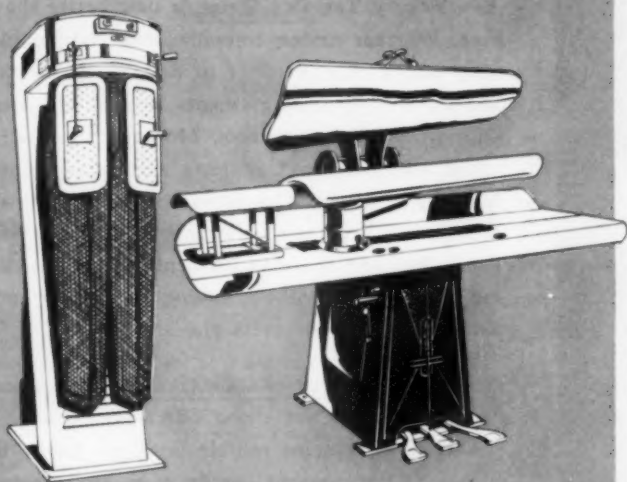
Slender gold-colored pipes support the end of the canopy over an ornate flower box full of tropical plants. Vertical panels of gold-colored expanded metal (also anodized aluminum) join the support pipes. The building has been repainted an eye-catching light pink.

In operation as a drive-in for less than one month at the time of writing, it is too soon for an accurate estimate of the results. However, Mr. Carroll reports there has already been a gratifying upsurge in new customers, apparently attracted by the new convenience and the change of color on the building. # #



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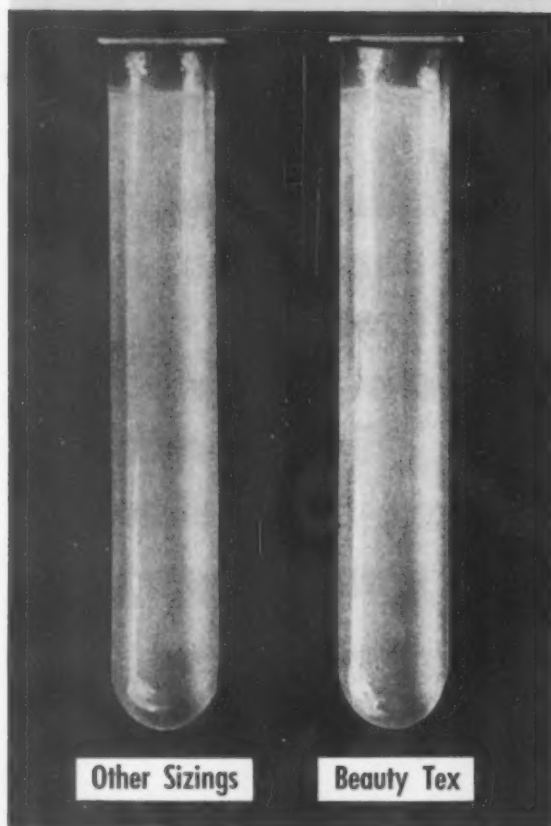
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N.I.D. DISCUSSES

Continued from page 30

route salesmen. Dependability was partially established through a sound route control system, to insure regular service.

A customer service manager was hired to handle customer inquiries and claims, to give advice on fabrics and special requests. In addition to her phone duties, this employee keeps careful check of route books daily.

And, of course, further customer acceptance comes about by the mere fact that the plant turns out top quality work. To complete the impression the firm uses distinctive packaging and advertising. The combination of these several factors has enabled the firm to make the transition with complete success.

An extremely interesting and educational talk was given by Irvin N. Hackerman of D. Hackerman & Sons Inc., Pikesville, Md. He related several unique promotional stunts used by his firm. There were far too many to relate here. A more detailed report will appear in an early issue.

The closing day's sessions were devoted to talks by staff members of the NID. Dr. Dorothy S. Lyle brought the cleaners up to date on permanent creasing of men's wool trousers, and their impact on the industry. She said that about a million pairs of trousers so treated are already on the market. This fall some 2,500 men's wear retailers will be selling them, and the prediction is that within five years all men's trousers will have this permanent creasing. It will also extend to permanent pleating of women's and children's skirts.

However, this finish does not have the properties of wash-and-wear at present. Such garments will not be immune to the need for drycleaning, said Dr. Lyle. The NID has just completed a study on this finish and will mail a report to its members shortly.

Other staffers who spoke included Thomas Donohoe, John Jay Daly, William Nicklaw and Charles R. Riggott. Also, Albert E. Johnson reported on current developments in textile technology. Many of these reports will appear in subsequent issues of this magazine.—*Art Schuelke*

SHIRT LAUNDERING

Continued from page 44

affects results when it isn't right.

Sleeve padding can be thrown away when it is removed. If the area around the gusset becomes matted down, an extra piece of underpadding or flannel can be added to build it up. The extra thickness of the gusset will

cause this area to become depressed even though the manufacturer has compensated for it.

Keep watch on the resilient padding. After six months, when it loses its resiliency, change it. This period will vary, of course, depending on how much it is used.

Collar-and-Cuff Press. Most suppliers supply spring pads with this type of press. Over this should be placed $\frac{3}{8}$ -inch padding and two pieces of flannel plus one cover of nylon; not as slick as the one used on the sleeve.

The shirt should stay put, so a slightly rougher nylon here will be better. Change this padding once a day. Some high-production plants do this twice daily, but once is sufficient in the average plant.

Remove the nylon cover and flannel and wash in a mild washing formula. Tumble dry and use over again. When the padding has become stiffened with starch, it is no longer serving its purpose. Starch embedded in the cover will discolor the shirt, especially if the operator uses the spray gun.

Small round steel-wool pads, called button pads, may be placed under the flannel where the cuff buttons are positioned on the press. This will prevent the buttons from breaking or becoming embedded in the cuff. It also eliminates rough drying areas around the button.

Conventional Bosom Type Presses. These are padded with the resilient padding, two layers of flannel, and a

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City, State _____

nonslick nylon covering. The flannel should be changed once a week and may be used over again after laundering. The cover may also be laundered and used over again if it is in good condition.

Cabinet Bosom Presses. Padding of these presses follows the same pattern as the others. There are different types of cabinet bosoms and different types of covering, but the padding is generally the same.

Padding on the bosom itself, as well as the expanders, should be changed weekly. It's a good idea to have the operator responsible for her own press, unless you have a very

large department and a regular maintenance man for this work.

For the regular operator, padding and cover changes on this machine would be an extra job. (Those operating the collar-and-cuff press should do this as a part of their daily routine.)

The padding should be cut to fit the buck of the press and all covers should fit snugly. Any loose material will form a crease in the cover. When nylon is once creased, the crease is very difficult to remove and causes the material to crack in a very short time.

Keeping the heads of presses clean is extremely important. Sometimes a

button will stick to the press head, or foreign matter in a pocket will melt and cause discoloration. Starch that is allowed to accumulate on the press heads will build up to a very dark color. It is difficult to remove if this happens.

Sticking buttons or pocket contents that melt on the head can be removed with special cleaning materials that are used while the press head is hot. The starch can be easily removed, when it is fresh, by using a wet turkish towel. Rub this against a cold press head and the job is done.

This should be done daily, since any build-up will require a special prepared cleaner. Keep the heads well waxed since this will help prevent the starch from adhering to them.

There is a glove on the market to wear while cleaning hot press heads. It is made of steel wool on the rubbing side and asbestos on the back. It is long enough to cover the forearm to the elbow. It is especially good for reaching in when cleaning sleeve press heads or cabinet-type bosom press heads. In addition, wax or cleaner can be applied with the glove.

One last word concerning padding . . . It may seem economical to stretch the use of padding a little longer. But this is not so in the long run. It is false economy. It affects the quality of your work and will only lead to customer complaints. # #

Mr. Drycleaner: HERE IT IS... YOUR ANSWER TO COIN-OP DRYCLEANING THE PERMAC *Kleanerette*

- The first all new concept in drycleaning
- Designed to capture the "do-it-yourself" drycleaning market
- Aimed at the countless thousands of families who heretofore have not used a professional drycleaning service
- An exclusive franchise for the professional
- Enables you to offer super-fast drycleaning PLUS semi-finished or finished work at a price that will attract new customers and new profit
- Features the world's most automatic equipment . . . engineered specifically for the Kleanerette - to let a single operator process garments for the do-it-yourself family
- Can be operated in conjunction with a coin-op laundry; to activate the smallest drop store; or stand by itself as a truly unique, wholly profitable service
- Backed by a national advertising and sales promotion program

**Yours for an investment
as low as \$12,900 complete**

**Write, phone or wire collect today and learn how you
can secure your exclusive Kleanerette franchise.**

**AMERICAN PERMAC, INC.
48 Merrick Road, Rockville Centre, L. I., N. Y.**

Acid Gas Fading

Please tell me the cause of these color loss spots. Also, what caused the fading of the lower portion of the dress?

—K.M.C., Wisconsin

The fading that has taken place in this garment is due to a tendency of acetate dyes to fade when exposed to acids or acid gases in the atmosphere. From this it has derived the name "fume fading" or "acid gas fading."

There are some spots in the garment where this faded condition is more severe. This is either because these areas were stained with an acid type solution or because they were wet or damp, causing the formation of an acid condition in a greater degree.

Much has been written on this problem, which is quite generally understood. However, we continue to receive these problem complaints. Some advances have been made by manufacturers in trying to overcome this situation by incorporating what are known as inhibitors into the dye-stuff. These inhibitors tend to neutralize the acid condition as it is formed in the fabric.

Redyeing is the only means of restoration.

New plant specs?

*The most experienced
plantowners never
settle for less than a*

REMA
*DRI-VAC
air vacuum system!*



THE STANDARD
of EXCELLENT PERFORMANCE
and RELIABILITY

Time and Load. These two factors are the true test of performance and reliability. Across the country and around the world, plantowners and machinery men will tell you that no other unit comes through in the long haul like Rema Dri-Vac Air Vacuums.

Diligent engineering, sturdy precision manufacturing and experience make Rema Dri-Vac, the No. 1 choice always.

Models available
to serve
1 to 16 presses
in Vertical,
Dual and Overhead
design.



Dept. #7
REMA CORPORATION
Norwalk, Conn.
Originators of Vertical Vacuums

SIGNS of the TIMES

Cleaners "Tied Up" With Good Deeds: Norma's Tahoe Cleaners, Lake Tahoe, Calif., donated proceeds from all neckties brought in for cleaning to the 1960 New March of Dimes, during its duration.

Over the border in Canada, ties are helping to build a library as the Sarnia Division of the Dry Cleaners Institute (Ontario) donated its proceeds from cleaning neckties for one week, at a special "library" price of 25 cents, to the Sarnia Library Fund. Participating members included Barges, Modern, Imperial, Lewis Cleaners and Family Laundry of Sarnia and Riverside Cleaners of Corunna.

##

New Sales High: The State Department of Revenue reports that for November 1959, the Gross Receipts Tax from laundry and cleaning in North Carolina was \$59,779.67, indicating laundry and cleaning sales of \$5,977,967.00—over \$935,000 more than November 1958.

##

Public Service: Herbert Bocchino, who heads LaSalle Cleaners & Dyers, Port Chester, N. Y., was recently elected president of the Port Chester Civic Club.

Morris Cornick, president of Lake Shore Cleaners, has been named chairman of the Cleaners and Dyers Division of the Combined Jewish Appeal of Metropolitan Chicago for the second straight year. Mr. Cornick was president of the Chicago Dry Cleaner's Association from 1953-1957.

##

Now They're Talkin': Members of the Charlotte (N. C.) Launderers and Cleaners Club weren't satisfied with the public relations job they had done. This included presenting copies of "Focus on Fabrics" to four city and county schools and a cooperative "court" on fabric damage with the merchants of Charlotte. So, now they're talking!

Member Ed Stalvey has spoken at city and county schools and was last seen heading for Belmont for a speaking engagement. C. W. Stacks spoke to the Belmont Rotary Club and C. W. Grimes is earning the reputation that he'll speak at the drop of a hint.

Standards Bureau Plans Merchandising: The Bureau of Laundry and Dry Cleaning Standards recently revealed plans to put a Tested Seal program into action for all members whose quality audit records allows them to qualify.

Statistics compiled over the past few years by the Bureau's staff show, it reports, that the average quality of Bureau-member plants is superior to the industry average in both drycleaning and laundry. This superior quality will be merchandised to the housewife under the Tested Seal and will be promoted by newspaper, radio, truck signs and other media. The seal will be granted only to plants whose work and ethics meet and continue to meet an acceptable standard of excellence. Quality of work and adherence to a code of ethics will be continually checked, the Bureau says, by its monthly quality audits and other means of sampling.

##

Queen Named Fabric Consultant: Mr. and Mrs. Joseph Adamowski of Salzburg Dry Cleaners, Bay City, Mich., recently received the area's Snow Queen at their plant. Her Majesty was named an honorary fabric consultant by the Adamowskis and was presented with a styrofoam crown and scepter, and the book "Focus On Fabrics," as mementos of the royal inspection.

Latest on Man-Made Fibers: Fortel, the polyester fiber developed by Fiber Industries, Inc., and marketed by Celanese Fibers Company, will be on the market in the spring of 1961. The fiber is expected to be used in fabrics for men's, women's and children's clothing as well as for industrial uses.

New lines of 100-percent Dynel modacrylic fabrics for work clothing and utility garments have been introduced by Franklin Manufacturing Company and the Industrial Division of Travis Fabrics, Inc.

New additions by Travis' Industrial Division are a 6-ounce twill in natural, green, charcoal and navy, and a 6-ounce taffeta construction of solution-dyed yarns in a salt-and-pepper effect.

##

Belgian Regiment Permanently Creased: The Belgian government is testing the permanent wool creasing process by outfitting one regiment in the Belgian army with permanently creased uniforms. If the experiment is successful, the permanent crease will be made standard in all uniforms.

Here at home, American letter carriers have been wearing permanently creased uniform trousers since last November. Several manufacturers, such as the Lackawanna Pants Manufacturing Co., Scranton, Pa., are using the process for men's suits and slacks. Several manufacturers in Canada are also using the process.



Let's Talk \$ense!

and Save Dollar\$



Trouble Free! It works perfectly on ALL materials: Silks, Synthetics, Woolens, etc.

Now with US you can give your customers Quality and Service at NO extra cost

It is a positive fact that

U.S. Model 518-2

Blind Stitch Machine

In YOUR workroom will finish more work, return more profits and create more customer good-will . . . Because

THIS ONE SIMPLE MACHINE

U.S. Model 518-2

Does \$0 Many Operations

HEMS

- Dresses
- Skirt Bottoms
- Sleeves
- Cuffs
- Coat Bottoms
- Linings
- Trouser Cuffs
- Draperies
- Curtains
- Bed Spreads
- Reinforces Worn Spots



U. S. BLIND STITCH MACHINE CORP.

231 West 29th Street, New York 1, N. Y.

Lackawanna 4-9144

Quality Keynotes New Mexico Meet

ONE HUNDRED SIXTY plantowners, their wives, and allied tradesmen enjoyed the largest convention ever held by the New Mexico Dry Cleaners Association. The two-day affair was held January 16 and 17 in Albuquerque, and its keynote was "Quality."

Principal speakers were Tom Donohue of the sales and advertising department of the National Institute of Drycleaning; Al Graham of R. R. Street & Company Inc.; Steve Harmon, editor of *The Guide*; and Lou Bellew, West Coast editor of *THE NATIONAL CLEANER*. George Schlemmon of Pantex Corporation demonstrated proper finishing techniques on machines furnished by the J. J. Tipples Equipment Co.

Tom Donohue feels too few managers start out in the business in the sales department, mostly coming up through the production end . . . which leaves the majority devoting their greatest efforts to production, with too little attention given to selling the product. Thus while wash-and-wear manufacturers spend up to \$60 million a year to convince people it is "quite proper to look a little sloppy," the average drycleaner advertises his business as a "convenience" and a "service" to the public. Actually, according to Tom, drycleaning customers buy a "particular degree of appearance."

This willingness to buy wash-and-wear is an indication of their willingness to accept a lower level of appearance, which the wash-and-wear advertising suggests is fashionable.

To justify \$1.50 prices over 69-cent prices, since both advertise "drycleaning," the customer must be sold on demanding certain standards of quality from all drycleaners. In fact, a national program is to be introduced in the spring by the NID to combat wash-and-wear promotions in a subtle manner, with the theme "Nobody knows more about fabric care than your expert drycleaner."

Al Graham acted as moderator of the Cracker-Barrel Session to wind up the meeting, with questions and answers as follows:

Q. In view of increased labor and supply costs and public resistance to a price increase, what can we do to cut costs and keep present prices . . . or, how can we convince the public that a price rise is justified?

A. Management must devote more time to sales efforts than to production. Use plant engineering services for more labor-saving devices and equipment and increase plant morale for more production. More and better quality control. Teach employees to properly price incoming garments. Don't advertise the rise . . . do it with-

out fanfare. Don't price individual items . . . just present a total bill at the higher prices.

Q. Retail stores in our city have been wrongly blaming our plant in cases of customer dissatisfaction, saying that drycleaning is hard on clothes. What can we do to correct this situation?

A. Increase cooperation between the drycleaner and the merchants through dinner meetings and group discussions of problems. Act as trouble-shooter for the major department stores on store problems. Such a reaction is generally due to ignorance of sales clerks. Make it a point that all your employees explain to the store clerks certain facts about fabrics every time they visit a store to make a purchase. Encourage plant visitations by teacher groups at every opportunity.

Q. How can we convince the public they should send wash-and-wear garments to our plant?

A. Through tying in with NID promotions. Display wash-and-wear garments, one professionally finished and the other not finished. Have plant employees wear professionally finished wash-and-wear garments while on duty. Appeal to the housewife's emotional side through her wish to be fashionable in appearance.

Q. Volume is increasingly hard to get. What sidelines should we explore for profit and expansion?

A. Coin-operated laundry in conjunction. Shoe repair is especially good in areas of business recession. Storage of garments. Furniture cleaning on location. Rental of rug cleaning equipment. Cleaning of athletic equipment, lampshades, drapes, alterations and repairs, rugs, pillows, leather, water repellents, gloves, furs. Specialize in wash-and-wear. No limit to services to offer. Suggest you concentrate on the needs of the higher income group in your area. However, don't go overboard with gadget ideas.

In addition to the new officers, the following directors were elected: Carl Shaw, Walter McQuaid, Albuquerque; Al Slavin, Aztec; Roger Corbett, Los Alamos; Steve Belcheff, Springer; Bud Wood, Clovis; Howard Whitson, Artesia; Handy Gose, Hurley.

—Lou Bellew



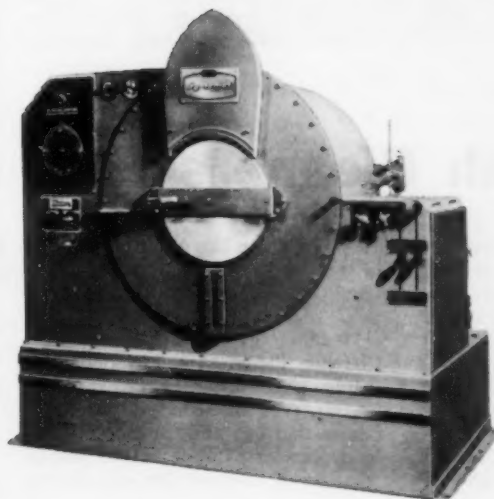
New Mexico officers, left to right: Lloyd Hufstader, Las Cruces, vice-president; Ed Hammons, Albuquerque, president; Willford Cothorn, retiring president; Paul Marbry, executive secretary



ONE BIG REASON Dependability is only one big reason why Washex is the choice of experienced operators. For synthetic or petroleum cleaning, men who know trust the superior engineering that goes into every Washex — from the rugged one-piece forged trunnion to the heavy duty motors that power the washing and extraction cycles and solvent pumps. There are synthetic models for 45, 65 and 100 lb. capacities. More information is yours by returning this ad with your letterhead.

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •



Little National Stresses Sales



Iowa officers, left to right: Robert Corwin, Des Moines, secretary; Victor Helling, Dubuque, president; Clarke Wilson, Des Moines, treasurer. Not in photo: Don Graham, Iowa City, vice-president



New Nebraska officers, left to right: Oscar F. Nielsen, Aurora, secretary-treasurer; Joy Ushio, Alliance, president; Marcus Hodges, Omaha, vice-president

IOWA AND NEBRASKA drycleaners are solidly behind the advertising campaign of the National Institute of Drycleaning. That fact was underscored as the Nebraska Drycleaners Association and the Iowa Cleaners and Dyers Association completed a three-day joint convention at Omaha.

The two groups held separate business meetings but came up with the same answers: resolutions backing NID aims.

Iowans and Nebraskans also were alerted to the development of new coin-operated drycleaning equipment just now entering the market.

"We took no action," said Oscar F. Nielson, secretary-treasurer of the Nebraska association. "We merely noted that a new situation seems to be rising."

The convention's headline speaker was Morry Friedlander, sales manager of the Davies-Young Soap Company,

who stressed the importance of advertising that can be understood. He said that ads cluttered with technical terms thwart understanding. "Use basic English," he said, "and always advertise that extra plus," the service you offer that is above and beyond the routine.

The only major speaker, Mr. Friedlander also moderated a closing-day panel discussion. Panelists included Stan Blehschmidt, Mitchell, Neb.; Les Shaffer, Holdrege, Neb.; Mildred Lux, Rapid City, S. D.; Leo Daniels, Ottumwa, Iowa; Frank Corrick, Denver, Colo.; and Al Schmidt, Waterloo, Iowa. Messrs. Blehschmidt, Shaffer and Corrick are past presidents of the Nebraska association. Messrs. Daniels and Schmidt formerly headed the Iowa association. Mrs. Lux manages the Rapid City Laundry and Drycleaners. Capsule comments:

Mr. Blehschmidt—The small-town drycleaner must search for customers through friendly attitudes. He must display proper community spirit; participate in worth-while civic projects.

Mr. Shaffer—Alert, progressive merchandising can help overcome seasonal slumps.

Mrs. Lux—Keeping accurate records on sales, customers and employee production helps increase profits, reduce costs.

Mr. Daniels—Loss leaders can help increase business volume surprisingly.

Mr. Corrick—Never underestimate your competitor and always be thankful for him. He helps make you a better businessman by reminding you of things you haven't done.

Mr. Schmidt—The employer has a terrific investment in his personnel and must maintain a balanced program between management and employees.

The convention, which attracted nearly 400 persons, saw the Iowa Association reelect all officers. # #

Utah Cleaners Plan Ahead

A HIGHLY SUCCESSFUL and enthusiastic twelfth annual convention of the Utah State Dry Cleaners Association, held February 5 and 6 at Salt Lake City, was attended by over 160 delegates.

Raymond Wilson of City Cleaners, Ogden, president of the group, presided and sounded a keynote of progress. A challenge was hurled at the drycleaners to get more business in

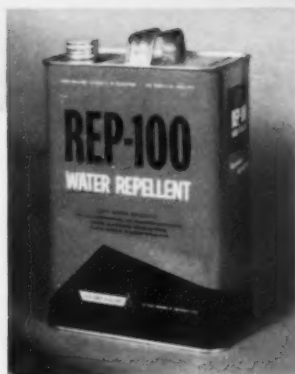
1960 by "going like 60" after business in spite of loss to wash-and-wear and family washes and because of new synthetic materials.

Heading the list of speakers were Clarence Pierce of the National Institute of Drycleaning, West Coast branch, who discussed the kinds of fabrics that can and can't be cleaned by drycleaners; Charles Lamb, district manager of Sanitone Division, Emery

Industries, Inc., who discussed problems of the day, and Al Graham, R. R. Street & Company Inc., whose topic was wash-and-wear and what it means to the drycleaning industry.

A highlight of the convention was the awarding of a scholarship to Miss Marilyn Gardner of Highland High School, Salt Lake City.

Other highlights included the President's Banquet at which Ferrell



A GREAT COMBINATION FOR YOU...

Street's top-rated REP-100 water repellent and this proven sales builder—the compact, colorful counter demonstration kit. Get your share of water repellent profits. Order your kit and REP-100 today!

FREE!

One counter demonstration kit
FREE with each 6 gals. REP-100
shipped in March and April, 1960



R. R. STREET & CO. INC.

561 W. Monroe St., Chicago 6, U.S.A.



Shown here are three top contestants in the \$375 scholarship and \$75 wardrobe contest staged annually by the Utah Dry Cleaners Association which boosts interest in the industry as well as drycleaning volume. The contest called for writing and reading an essay on drycleaning.

The choice of the winner took

place at noon the first day of the convention. The three contestants were Kathryn Robbins of Ogden High School; Bruce Hall of Logan High School; and Marilyn Gardner of Highland High School in Salt Lake City.

Miss Gardner (right) won the \$75 wardrobe and \$375 scholarship to the university of her choice.

second vice-president; Helen Owen, Meyers Cleaning Co., Salt Lake City, secretary-treasurer.

Two-year directors: Lloyd Jacobson, Ogden; Elmer Shelton, Spanish Fork; Dale Secrist and Jack Jobe, Salt Lake City. Hold-over directors include: Dicki Sandall, Salt Lake City; Mrs. Walter Squire, Logan; Wayne Jackson, Cedar City, and Ray Wilson, Ogden, past president.

The convention ended with a challenge to increase business during 1960. # #

Coombs, new president, presided, and Jack Jobe was master of ceremonies; and a clinic at the Ajax Pressing Machine Co.

New officers elected for the year in-

clude Ferrell Coombs, Coombs Cleaning Plant, Salt Lake City, president; Eddie Stephens, Model Laundry, Ogden, first vice-president; Al Naegelin, Vogue Cleaning Plant, Salt Lake City,

Give and Ye Shall Receive

Couple proves adage to their surprise



How about this for a Christmas gift exchange?

By HARRY YEATES

FOR A LONG TIME plantowner Dick Kelley of Melody Cleaners, Oklahoma City, Oklahoma, wanted to buy a new route truck. But he couldn't justify the purchase in his own mind.

Then he hit on the idea of buying it as a Christmas present for his wife, Marge. That was his way out, said Dick.

For several weeks before Christmas,

Marge also pondered the question of what to buy Dick as a gift. Then she got an inspiration to buy him the new truck he'd talked about—something he'd never think of buying himself—and that would solve the problem.

Unknown to each other—and much to their mutual amazement—two trucks were delivered to the plantowners on Christmas Eve with a sign on each truck labeled "his" and "hers." As the truck salesman turned over the keys to the Kelleys he laughingly said, "Merry Christmas to each of you from each other."

The salesman and the sign painter got a chuckle out of the way the plantowners were trying to surprise each other with such a practical gift. And it ended up the best holiday ever for the team of Dick and Marge Kelley. # #

RELIABLE COLD STORAGE AND DRY STORAGE PACKAGE UNITS

*now, you can convert
any plant space,
including basements,
into a profitable
storage business!*

It's a fact . . . your own storage facilities mean extra profit fees, extra profit cleaning and extra profit services, the year round.

It's also a fact that Reliable Cold Storage and Dry Storage package units represent low cost, high return business builders.

Get the facts for yourself, from Reliable. Look into the completely equipped self-contained package unit vault conditioners for Cold Storage . . . designed to meet your individual requirements for every size installation.

Then, check up on Reliable's fully equipped Dry Storage package units servicing up to 10,000 cu. ft. They can't be matched for economy, flexibility and exclusive features. Storage can be your most profitable business. Send for full details.



MODEL DS-100



MODEL VC-200

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET • BROOKLYN 22, N. Y.

YOUR DEPENDABLE FRIEND...

the VIKING SOLVENT PUMP



You can depend upon this rugged Viking Pump as you would a true friend—always ready to pitch in and work. It's a dry cleaners' pump, especially designed to operate efficiently on dry cleaning equipment and to deliver a smooth, even flow of solvent. So, when you need a pump, be sure it's a Viking.

Note These Features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubricating of pump required

For complete information, write for catalog DQ



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, It's "ROTO-KING" Pumps
Offices and Distributors in Principal Cities • See Your Classified Telephone Directory

COIN-OP DRYCLEANING

Continued from page 48

can draw your own conclusions. Since so few of these machines have yet been manufactured and installed, very little actual consumer experience with them is available.

Let us look at some of these more intangible aspects. First, the price per load. Presumably this will be set at the local level, by the local distributor of the machine. In a high cost-of-living area, where the drycleaning base price is high, the price charged per load for self-service drycleaning will be expected to be higher than in an area where the base price is much lower.

I have heard speculation that the actual cost per load of 9 to 12 pounds will be from 75 cents to \$1. I believe 75 cents would be a very low figure. Two installations that I know of are charging \$1 per load. That is, four quarters will dryclean a load of 9 pounds. This means perhaps three snowsuits, or four or five carcoats, or three or four pairs of trousers with a sport coat or some such combination can be cleaned. The price per garment as viewed by the customer is quite low when compared to conventional drycleaning and finishing costs.

To my knowledge, no firm marketing decisions have yet been made by

two of the three companies, so anything I say on that is pure speculation.

At such prices, can the proprietor make a profit?

Certainly this is an all-important question, because unless there is a profit potential for all, any enterprise will fail. At this stage, because of lack of actual field experience, we cannot offer you very much on this score. The price of one machine already is something above \$5,000. Prices of the other two machine have not been announced or even suggested. If they can be mass-produced, and the market warrants it, I believe you will see them marketed for much less than drycleaners are accustomed to thinking of in terms of a complete drycleaning unit. I would not be at all surprised to see them available at something under \$2,000 per unit.

Remember, this is my own speculation, and I have no knowledge of the amount of money that will have to be charged off by these companies to development, tooling expenses, and all of the other things that attend the introduction of any new model, whether it is an automobile, a washing machine or a drycleaning unit.

There is little operating data available on these machines as yet. Certainly solvent costs will be an important part of any operating expense. Perchlor-

ethylene is a relatively expensive item. The solvent economy of these machines might well be a critical factor. No "mileage" figures have been released on any of these machines, and I doubt whether at this point there is any valid data for publication. I believe it is inevitable that mileage figures on coin-operated machines will be somewhat lower than we now consider normal in commercial drycleaning. Of course, this can be expected to improve as the early models are modified.

Who are these people who are making these things? What do they know about drycleaning?

These are good logical questions. The companies that have been designing these units are in some cases very large manufacturing concerns, with well-staffed research, engineering, and above all, nationwide marketing facilities. They have been in the machinery business and appliance business for years. If not drycleaning machinery, in the washing machine and drier business which from a manufacturing standpoint is closely related. These people have a lot of engineering know-how. They have retained members on their staff with as much drycleaning knowledge as that possessed by a majority of drycleaners.

I believe that any of the purely mechanical details, such as keeping the solvent vapors away from the customers, making the filter and pump systems operational, cooling the solvent, improving the solvent mileage, and giving good drycleaning action, can be overcome. In fact, most of these details are already very well worked out. I see no reason why coin-operated drycleaning is not entirely feasible from an operating viewpoint.

Remember, the machines as presently constituted will not be the ultimate that can be expected, any more than the first model of any device is the ultimate. With a few years of experience, these machines can only be expected to get better from the mechanical viewpoint.

What about public acceptance?

This is an area where we definitely lack information. The customer has been conditioned for years to accept self-service and discount prices in many businesses. There is no reason to expect that she could not be led to accept self-service drycleaning.

By all means, we must keep up with the developments in this business. Let us not straightjacket our thinking by regarding the future in terms of the present. This could be a serious mistake.

Won't there be a health hazard?

How is it going to work with the general public walking in and out of

For the First Time . . . A SOFT-FINISH WATER REPELLENT SOFT-COTE™

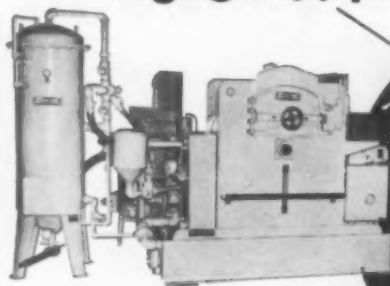
Soft-Cote gives a 100-100-100 spray rating that protects your customers from the most rugged weather. Yet its **soft downy finish** makes it tops for even the finest Egyptian cottons and sheer tie silks! Use Soft-Cote in synthetic or petroleum solvent for unmatched repellency, softness and economy — and use Soft-Cote promotional materials (we have a barrel of them for you) to put life into your water-repellent business.

Get the full story from your Wallerstein supplier today!



WALLERSTEIN COMPANY
— Division of Baxter Laboratories, Inc. —
Wallerstein Square, Mariners Harbor
Staten Island 3, N. Y.

NOW AUTOMATION AT NEW LOW PRICE



50 and 70 lb. sizes also available,
in single, 2-bath and Sanitone
Models.

NEW 34 LB. MIDWEST SYNTHETIC UNIT ONLY

F.O.B. \$5,600
Okla. City

(Hoyt Reclaiming Tumbler,
not shown, \$1,200
additional)

Saves 2 Ways

You save when you buy a Midwest — save every day you operate it! This 34 lb. single-bath Synthetic Unit automatically washes and extracts 34 pounds per load. Big 1500 G.P.H. Tubular backwash filter assures pure solvent at all times. Compare with other units priced \$1,500 to \$3,000 higher. See your jobber or write Midwest today!



MIDWEST MACHINERY CO.
OKLAHOMA CITY, OKLAHOMA

Low Price Includes:

- ★ Marlow Pumps
- ★ Agitator Type Muck Cooker
- ★ Heavy Duty Steel Construction
- ★ All Piping

an establishment where perchlorethylene is used so lavishly? I went into one of these setups which was operating and had been for some time. I did not smell any odor of perchlorethylene whatever. Some of these machines are so skillfully designed and ventilated that the odor of perchlorethylene is entirely contained. Remember, too, the customer has no need to handle garments that are wet with perchlorethylene. She puts the garments in and they come back to her completely dried. In two of the experimental installations I was unable to detect any perchlorethylene vapors.

In all fairness I must point out that these installations were being closely supervised, with the engineers and design people keeping a close check on things. Whether or not such ideal conditions can be maintained under actual field service conditions, away from the manufacturer, only time will tell. Certainly the installations I visited showed me a great deal of engineering has been done to overcome the potential health hazards. With the experimental models at least, the efforts looked successful.

How about zoning? Will these machines be allowed around the country in various cities and municipal areas?

That remains to be seen. They are operating now in three of our large cities in three states and in at least one small community. Just as there have been some zoning problems with drycleaning plants over the years, there certainly will be some local problems that the individual operator will have to face when he considers putting in coin-operated drycleaning.

In summary, where do we stand?

First, I believe the success of coin-operated drycleaning units will not depend upon technical matters such as whether or not the machines do a good cleaning job, because I have seen that they do a good cleaning job. I believe that the success will depend entirely upon the economic facts of life. In other words, as businessmen, you require a certain return on invested capital to make any proposition interesting. The manufacturer of machinery likewise requires a fair return on his materials, labor, development, and investment in general. Unless both of you can operate at a profit, this development or any other development cannot succeed.

I believe we run the chance of being blinded by the amount of *business* that might be done by a coin-op, rather than by the amount of *profit* potential. The cost of the machinery

is only one factor. Much has been said to intimate that a self-service drycleaning machine would be similar in profit potential to coin-op laundry stores.

Let's examine this a moment. No one ever made a living from *one* self-service machine, whether laundry washers, cigarette machines or drycleaning machines. To make much money, you will need to install a number of them. This means the price to you, the proprietor, must be quite low. Self-service laundry washers are cheap by comparison. Furthermore, the cycle on a laundry washer is much quicker, allowing more capacity per hour. A hot-type drycleaning cycle can be shortened only so far. Running 24 hours a day, only so much money can be taken in.

Remember too, there are other costs such as rent and general overhead, electricity, perchlorethylene and soap, all of which must be paid for out of the coins taken in from the customer. Only after these costs are met does profit begin. The quality of the drycleaning must be acceptable to the customer for the price charged.

Only when all of these conditions are met will coin-operated drycleaning establish itself firmly. If the public accepts it and wants it, it will come. If the manufacturers feel that the market is there, for mass production, they will produce the machines. Unfortunately, it is now too early to make any really meaningful analysis of all of the cost factors involved.

I doubt that we will be seeing any great number of coin-operated drycleaning installations within the next year. True, one company is now producing, but the concept is still very new. If the other two companies involved decide to produce, it will undoubtedly be anywhere from several months to a year or longer before they can get onto the market in any quantity. As an industry, then, we still have a little time to think about it.

Where does coin-operated drycleaning fit into the picture for us as drycleaners?

All of the companies, I am sure, would prefer to sell their machines to people with drycleaning experience. These are machines that can be adequately serviced by drycleaners. There is nothing about any of them that would not be immediately understandable to a qualified drycleaner. Drycleaners know all about such things as filter pressure, solvent circulation, filter powders, drycleaning detergents, solvent condition. On the daily upkeep, a drycleaner would be the ideal person. Minor servicing can be done by a drycleaner.

Such a situation might not prevail

GET THOSE PROFITS THAT BLOOM IN THE SPRING,

TRA LA



This new electric flasher display
will bring them in


It's the perfect dry-cleaning display that will brighten your window . . . and bring extra business.

It's a four-season display, with the appeal changing from spring—to summer—to fall—to winter. Beautiful permanent frame. It's a \$5 value . . . but you can get

one free, when you order Diamond Perchlorethylene . . . your best buy in superior cleaning solvents.

See your Diamond Alkali distributor or write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Remember *Diamond Perchlorethylene*. It's the stabilized solvent that produces uniform, high-quality work — the kind that brings customers back.

 **Diamond Chemicals**

Collar Comfort

SHIRT LAUNDERING

with that

"EXECUTIVE LOOK"

Here at last one collar protector for every type shirt.

Protects the collar from presser to dresser . . . Locks in place in just a second . . . Gives proper shaping for Inner Collar Comfort . . . Permits more shirts per package . . . more room in dresser drawer . . . Eliminates sloppy 'hangar' delivery of sport shirts. Designed for Starch or No-Starch collars, it gives every shirt that neat, fresh "Executive Look" . . .

the NEW DeLuxe EXECUTIVE STAIK



- NO COLLAR CREASES
- NO COLLAR POINT CURL
- NO COLLAR FRONT FOLDOVER



TIME SAVERS, INC.

La-down COLLAR FORM-R produces
The Crush-Proof-Collar—
The HEART of COLLAR COMFORT
Shirt Laundering

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY



in many coin-op laundries. Of course, many drycleaners own coin-op laundries, and there is no reason why they could not extend the operation to include coin-operated drycleaning machines as well, if it looked like a sound business investment in their particular case.

Will this reduce the volume of drycleaning coming into the regular drycleaning plant?

I don't know. It is possible that such inexpensive drycleaning services might appeal to many people who do not now use drycleaning. As we know, the actual per capita consumption of drycleaning in this country is surprisingly low. Many low-income groups use very little drycleaning. Two of the installations I have been referring to are located in rather low income areas. Drycleaners will be quick to admit that they get very little business out of those areas as it is. On the other hand, the coin-operated installations receive a rather heavy patronage in the same area.

Then again, everybody has a lot of clothes around the house that hardly warrant a top-quality, full-price drycleaning, reasonable though the price may be. Such clothes just hang. Eventually, they are thrown into the home washing machine. Maybe much of this will be diverted into coin-operated drycleaning.

Consider also families with a num-

ber of children; teen-agers with their great number of skirts. An economy service such as coin-ops might very well stimulate these families into buying drycleanable items. Many people like wool skirts, for instance, but hesitate to load up with them for the children because of the drycleaning costs. So there is a chance that this development may actually bring about a change in drycleaning habits of the customer, and undoubtedly there will be some changes in our business.

If drycleaning customers are so eager for low-priced, unfinished service, what are the alternatives to the coin-operated equipment?

Well, some cleaners around the country have instituted a thrifty service, economy service, or call it what you will. What it consists of is some sort of streamlined arrangement where the customer can mark in her own garments, have them drycleaned, and get them right back unfinished at nominal cost. This has been done in at least three locations that I know of with, again, just not enough experience to say for sure whether this will meet the needs of customers who normally would consider self-service, coin-operated drycleaning.

It is entirely possible that these inexpensive coin-operated units might be utilized by drycleaners on a sort of standby status for quick jobs, or to

supplement the regular equipment on occasion. There is also the possibility that an enlarged call office of a drycleaning plant might include several self-service units, which would be under the watchful eye of the salespeople. By watching what the customers brought in, it is quite conceivable that the customer could be advised what would and would not be satisfactory for self-service cleaning. Unusual items, then, could be marked in and put through as regular drycleaning work.

I can also conceive that hotels, motels and similar places might be profitable locations for coin-operated drycleaning units. Perhaps a nearby drycleaner could operate such a unit on a franchise basis in much the way that various lines of merchandise are handled in large shopping centers.

Perhaps it is time now to say a word about quality.

On many items, such as blankets, sweaters and similar items where no great amount of finishing is required, the customer reaction might well be to wonder why the drycleaner has been charging her so much when now she can do it so cheaply in a self-service operation. This thought is much less likely to occur on such items as fancy dresses, men's suits, and fancy items where beautiful finishing is absolutely essential to the appearance of the garment.

I am speaking of articles on which the difference is much less apparent. If the finishing quality of the drycleaned garments the customer has known in the past is not substantially above that which comes out of the coin-operated machine, certainly she will have little incentive for patronizing the regular-priced drycleaning service.

In other words, to be blunt about it, if the quality she can get out of a self-service machine is almost as good as the quality she has been getting from her drycleaner—well, I leave the conclusion to you. On the other hand, there will always be a substantial amount of drycleaning that will have to be spotted and finished.

As to whether self-service drycleaning will be a good thing or a bad thing for our industry I cannot say. But I feel sure that it is coming, and we will gain nothing by turning our back on it and hoping that it will go away. We must live with it, and if there is a dollar to be made in it, then by all means let our drycleaners have the opportunity to live with it as they see fit. We still have a little time before it becomes widespread; time to look around and see whether it fits into your picture, so you can make your business plans accordingly, both servicewise and profitwise. # #

Get yourself a water repellent service with *a name that sells!*

Do you ever ask for a no-name coffee, or a no-name cigarette, or a no-name car? You prefer a brand you know. People prefer products and services with names they trust.

It is this buying habit which gives you a plus when you offer people a water repellent service like "Cravenette"—it is the original name in water repellents known to more people than all others combined.

Not only do you get a name that sells,

but you also get a service that sells—a complete package of ideas and aids to help your promotion. It is sales that make profits.

On top of that is the quality of the "Cravenette" product with spray ratings of 100 percent under test in the best of laboratories. With the new "Cravenette" product now available it doesn't make any difference whether you use petroleum or chlorinated solvents—you get a quality result regardless of your method of cleaning.

The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.
HUBbard 9-6775

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

WRITE - - - PHONE - - - WIRE

The Cravenette Co., U. S. A.
60 Romanelli Avenue, South Hackensack, N. J.
Gentlemen:

Please send me full information about your newest
water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ State _____



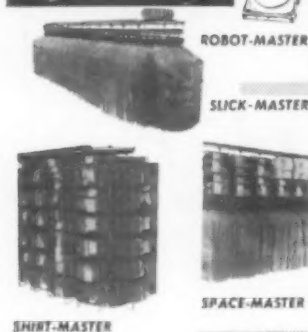
RAILEX

THERE ARE FEATURES FOUND ... ONLY ON

SKY-MASTER

engineered in the most modern design, & quality constructed of the finest materials available; providing neat appearance, quiet operation, trouble free service, and greatest capacity.

QUALITY IS STANDARD EQUIPMENT ON "CONVEYORS BY RAILEX"



BALL BEARING
throughout



Nylon tired ball bearing rollers.
Ball bearing motor.
Ball bearing drive unit.

Malleable Steel Roller Supports
Tensile strength of 53,000 lbs. per sq. in.



Full Frame Suspension
Rail completely supported by encircling steel frame.



Heavy Duty Drive Unit
Eliminates chain drive. No dripping lubricant. Noiseless operation.



SAFETY DESIGNED

Safety Designed

Frame encircles entire rail. No front end sprocket. No bicycle-type chain.

Convertible
Complete convertibility between all models (except floor/casing)



Wide Track

26" spacing provides great stability and strength, garment clearance, extra capacity.



Railex Corp.

Write for FREE Literature.
634 DEAN ST. BROOKLYN 38, N. Y.

N.I.D. NEWS

Complete Management Course: Fifteen students from 11 states and Canada recently completed the 52nd four-week course in drycleaning plant management offered by the National Institute of Drycleaning at its Silver Spring, Md., headquarters.

Graduates shown in the front row are (left to right): John C. Tegeder, Tegeder's Cleaners, Milwaukee, Wis.; Edward J. McElmoyl, Neds Cleaners and Furriers, Jim Thorpe, Pa.; Roy L. Davis, Holly Cleaning Plant, Chula Vista, Calif.; Russell L. Lowe, Du-

Pont Laundry, Inc., Washington, D. C.; James D. Harrelson, Sumter Laundry and Cleaners, Sumter, S. C.; Kenneth LaPlante, Champlain Laundry and Cleaners, Champlain, N. Y.; Patrick Buckley, Buckley Cleaners, Woodstock, Ill.

Left to right, back row: Gilbert J. Cook, Falls Avenue Cleaners, Waterloo, Iowa; Constantine Elias, Jim's Dry Cleaners, Inc., Dunkirk, N. Y.; Raymond Sterling, Crescent-Puritan Laundry, Inc., Rochester, N. Y.; Dave Spensley, D. J. Cleaners, Waterloo,



Iowa; James Bowers, Parisian Cleaners, Inc., Lynn, Mass.; Ted Vander Meer, Baxter Launderers and Cleaners, Kalamazoo, Mich.; Edward Bookman, Town and Country Cleaners, St. Laurent, Quebec, Canada; and Richard Dolbeer, Rapid Rabbit Service, Inc., Springfield, Ohio.

##

Latest Bulletins: Recent NID management bulletins include "Call Office Design—Part V," M-66, and "Production Standards," M-67. Two technical publications, "Tests on Water Repellents," T-384, and "Fish Odors in Garments," T-385, are being offered members as is Practical Operating Tips Bulletin F-40 on "Redeposition."

Other recent NID bulletins are Fabrics-Fashions, FF-66, covering Color Change of Red Dyes, and technical Bulletin T-386, Prespotting and Spray Spotting.

##

"Pappy" Rejoins NID Staff: Howard E. Reeves, "Pappy" to his friends in the industry, has rejoined the Institute staff as an instructor in drycleaning practices in the 12-week general course. Mr. Reeves taught wetclean-



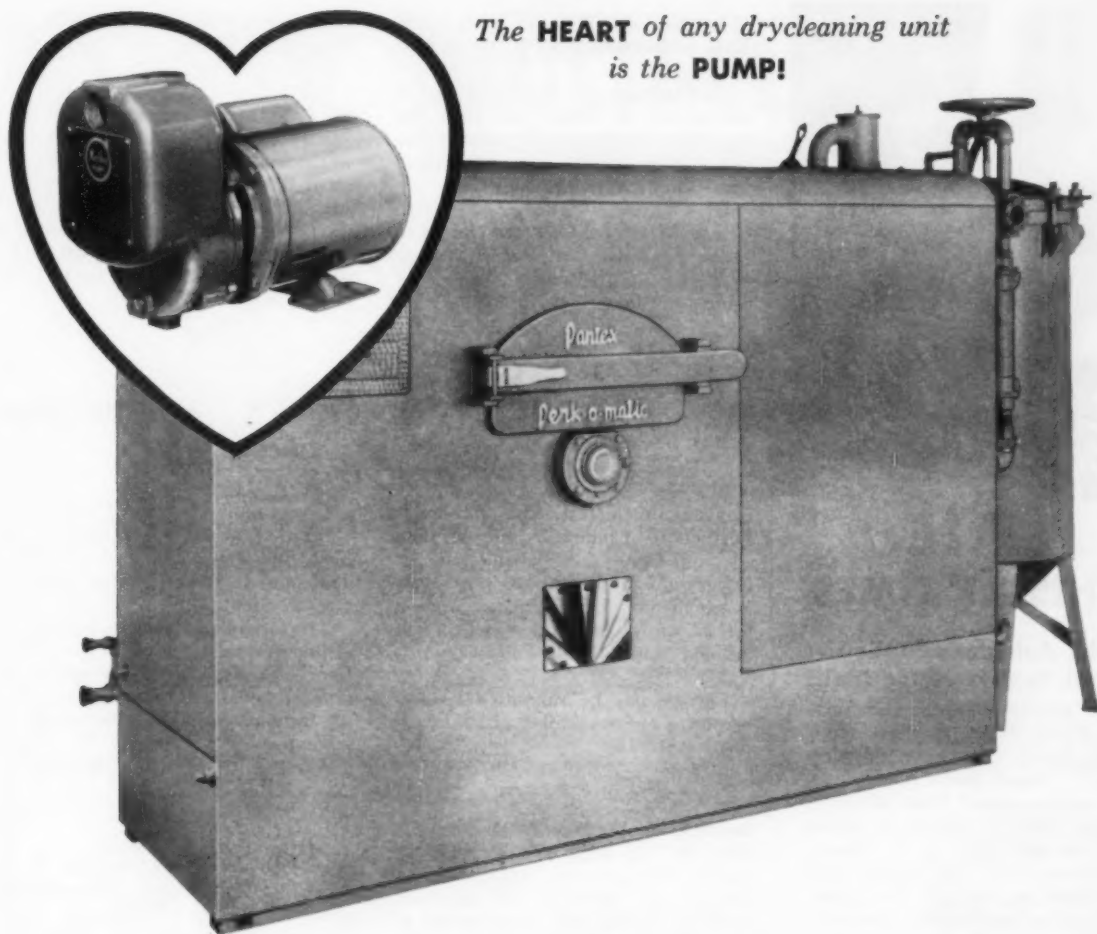
ing, drycleaning, spotting and finishing during his eight years as an instructor.

He left NID in 1955 to become director of fabric research for Swan Cleaners, Columbus, Ohio, and was recently associated with a Virginia plant.

##

"Oh Say Can You See . . .": Old Glory will be sporting a clean face as she proudly waves next Flag Day, thanks in part to the NID. Recently, the Institute plant volunteered to clean the 10,000 indoor American flags in the nation's capital, thus setting a good example for the country's drycleaners who are being urged by the NID to

The **HEART** of any drycleaning unit
is the **PUMP!**



PAN-TEX PICKS **MARLOWS** FOR THEIR NEW 35-POUND PERK-O-MATIC!

The Perk-o-matic "35", newest addition to the high-production line of Pan-Tex drycleaning units, brings all the advantages of larger Pan-Tex units to smaller cleaning systems. The "35" uses a unique spray and immersion cleaning principle that gets more soil out in less time *plus* an exclusive S-shaped cylinder partition that provides positive, deep-drop cleaning!

The new "Perk" can be installed anywhere. . . requires no lagging to floor or expensive, heavy, concrete foundations. Space-saving design needs only minimum floor space and assures bigger production per square foot of space. Like all other

Pan-Tex Perk-o-matic units, this new model relies on a Marlow self-priming pump to provide continuous flow of solvent through the filters.

For many years, Marlow Pumps have helped make good drycleaning equipment better! Marlow drycleaning pumps are specially engineered for the job. A Remite seal eliminates shaft leakage. There's no solvent loss—floors

stay dry and clean. And—Marlows handle either petroleum or synthetic solvents with equal ease.

No pump worries, space-saving design, sturdy construction, quiet operation—these are just a few of the many other Marlow advantages.

Write today for complete information on these efficient, dependable, long-lasting pumps and the name of your Marlow Dealer.



MARLOW PUMPS

DIVISION OF BELL & GOSSETT COMPANY
MIDLAND PARK, NEW JERSEY

Morton Grove, Illinois • Longview, Texas 9-462



ERIE WHISTLE TIMER

The Automatic Shut-off Signal that Pays for Itself!

Avoid excessive washing, extracting, drying time . . . move more loads, faster . . . save finishing time . . . insure better quality . . . with easy-to-install Erie Whistle Timers. Piercing whistle is heard over all machinery noises. Won't run down, but continues until equipment is shut off. In a few weeks or a few months, your savings have paid for the low initial cost . . . and you continue to save.

★ A USER REPORTS

"Since these whistle timers were installed, we have increased poundage by at least 10%, with less hourly labor than before. They have eliminated our problems with over-extracting and excessive tumbling." Bay View Dry Cleaners, 2681 S. Kinnickinnic, Milwaukee.

Check These Features

- Fool-proof! Just turn knob to desired operating time — and forget it!
- Operator can't disregard piercing whistle, which continues until equipment is shut off.
- 3 models (0-5 min., 0-30 and 0-60 min.) for extractors, washers, dryers.
- Easy to install on any brand of equipment. Threaded $\frac{3}{8}$ " pipe size for compressed air line.
- Covered by written guarantee.

Write for Details Today!

ERIE Manufacturing Co.
4000 South 13th Street
Milwaukee, Wisconsin

clean flags free between June 1 and 12 in preparation for Flag Day, June 14.

This annual goodwill campaign is carried on in cooperation with the American Legion as part of the Legion's program to encourage more people to fly American flags.

Elsewhere, Hettinger Drive-In Cleaners, Hettinger, N. D., offered to clean the town's flags twice a year when the local Junior Chamber of Commerce undertook to fly flags on

the town's Main Street on all Flag Days and holidays.

##

Spring Course Schedule: Three two-week finishing courses are being offered by the Institute, starting with a silk finishing course beginning April 25. Other courses are a wool finishing course running from May 9-20, and a silk finishing course again on May 23, ending June 3.

ASSOCIATION NOTES

Convention Contest: The Maryland-District of Columbia and Virginia Laundry Owners' Association, Inc., is featuring a problem solution or money-saving idea contest in preparation for its spring convention which will be held May 1-3, Old Point Comfort, Va.

Entries may be submitted by any employee of any member plant. Deadline is April 15.

##

Local Elections: Peter W. Seras, Carlisle, Pa., has been elected president of the Pennsylvania Association of Dyers and Cleaners. He succeeds Frank F. Filling. Mr. Seras, owner of Seras Cleaners and Seras Drive-In Cleaners, served the association as a director in 1957, and later as a district vice-president.

Mort Cox of the Kwik 'n Clean Company, Ann Arbor, Mich., has been elected president of the Wash-tenaw Dry Cleaners Association, succeeding Lewis Kalb of Greene's Cleaners. Others elected as officers of the county association are: George Wheelock, Michigan Cleaners, vice-president; Harold Goldman, Ann Padgett Cleaners, secretary; and Fred Stein, Stein Cleaners, treasurer.

##

Canadian Report: The Drycleaners and Launderers Institute (Ontario) has added the Thunder Bay Division, organized in Port Arthur-Fort William.

Results of the recent management committee and Institute officers' elections show that E. Emerson, F. Hillary and H. Fotheringham have been named to the committee for three years. For two years: G. Henning, E. Jarman and B. Cramer. A. Wright and J. Snitzer made the list for one year.

Institute officers elected were: L. J. Gibson, Toronto, president; K. R. Holt, St. John, N. B., first vice-president; and F. Hillary, Ottawa, second vice-president.

The Canadian Research Institute of Launderers and Cleaners has added George Sands, a textile chemist, to its staff. His time will be devoted to writing technical bulletins, supervising the laboratory and speaking to groups and organizations in the industry.

##

New Officers: Elected by the South Bay Area Dry Cleaning Association, Redondo Beach, Calif., were president, Melford Brickman; vice-president, Wilbur Jones; reelected treasurer, Oliver Coury; and secretary, John Lococo.

##

Pacific Area Conclave: The Second International Drycleaning Convention of the Pacific Area will be held in Long Beach, Calif., June 5 and 6. This convention will follow after the annual convention and third biennial Great Western Exhibit, conducted by the California Drycleaners Association.

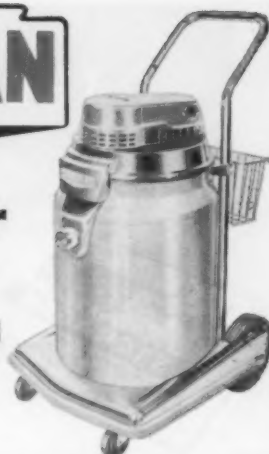
Last year, over 500 attended the first convention, which was held in Tokyo.

The program will feature discussion groups and idea exchanging sessions, with speakers from both Japan and this country. Chairman of the Japanese committee is Takeo Igarashi of the Hukiyashi Company of Tokyo. The California committee will be headed by Tom Jones of WALTERIA Cleaners, WALTERIA, who headed the American delegation in Tokyo last year. Special entertainment is planned to repay the Japanese group for their outstanding hospitality.



MULTI-CLEAN®

Equipment for On-Location Rug Cleaning



STANDARD MULTI-CLEAN SCRUBBING MACHINES offer important and exclusive features. Heavy-gauge, 3½ gallon Poly-Plastic solution tank is designed so fluid won't spill, even when tilted. Tank resists all alkalis and promises many years service. Easy-pour opening eliminates spillages of solution. Adjustable-height handle with finger-tip control of solution flow. Bumpers circle both base and top. Capacitor-start, induction-run motor reaches full operating speed almost immediately. All-ball-bearing gear unit.

MULTI-CLEAN LITE-12 and LITE-14 weigh only 50 lbs. complete with brush and 1½ gallon Poly-Plastic solution tank... yet they are sturdy, high-quality machines designed to give years of service. Ideal for the rental rug cleaning trade. Quiet, cool-running ½ hp motor... factory-lubricated gear unit... 100% ball-bearing... quiet-running helical gears... industrial double-pole, momentary-contact switch... heavy-duty 3-inch wheels... 2 big plastic bumpers... perfect balance at all times.

MULTI-CLEAN "IMPERIAL" VACUUM CLEANERS. Special Multi-Clean motor and truline design gives powerful pick-up at much lower rpm than most other vacs. Automatic shut-off when tank fills to capacity. Washable, quick-drying filter won't rot or mildew. Drain valve and plastic bumper on all tanks. Big wheels.

Imperial line consists of three series: The Imperial "5" (½ hp), Imperial "10" (1 hp) and Imperial "15" (1½ hp). Each may be used interchangeably with 7, 12, or 17-gallon tank; thus tank capacity and power can be tailored to fit your need. Available with stainless steel tanks.



MULTI-CLEAN PROFESSIONAL PORTABLE CLEANING UNITS

The "Professional" is a compact unit that contains everything needed for complete on-location cleaning jobs including furniture, stairs, and around-the-wall carpeting.

Cleaning head consists of self-contained 6 lb., 150 watt motor and 5" nylon brush. Finger-tip controls. Handle adjustable for use by right or left-handed operators.

The 30' gray, non-marking, 3-conductor cord and 12' clear plastic solution hose are very flexible to allow use in corners.

Built-in tank is corrosion resistant, holds 2¾ gallons. Long-life pump delivers uniform flow of shampoo to the cleaning head.



MULTI-CLEAN RUG AND UPHOLSTERY SHAMPOO

RUG SHAMPOO. Coconut base shampoo cleans and beautifies rugs and carpets in one economical operation. Dry foam action lifts out deeply imbedded dirt without soaking rug backing and sizing. Rugs dry fresh and fluffy in 3-6 hours... without undesirable soap film or odor. Harmless as water to all fabrics. Non-corrosive, non-explosive.

SYNTHETIC RUG SHAMPOO. Inexpensive synthetic base shampoo has controlled wetting action, superb foaming ability. Completely odorless, colorless, and requires no rinsing.

UPHOLSTERY SHAMPOO. Cleans upholstery quickly, safely and easily. Contains finest synthetic detergent and other powerful cleaning agents yet is completely safe to use on tapestries, automobile upholstery, soiled clothing. Leaves no dirt-catching film. Fabrics dry clean, fresh, crisp, and odor-free without rinsing. One gallon will make up to 25 gallons of effective shampoo solution.

KARPETREET. This soil-retarding shampoo has synthetic base and contains Dupont's LUDOX. One gallon of KARPETREET dilutes with 4 gallons of water.

Your MULTI-CLEAN Distributor is listed under "Janitors Supplies" in the Yellow Pages

MULTI-CLEAN PRODUCTS, INC., Dept. NC-84-40, St. Paul 16, Minn.

☐ Please send complete information on the following Rug Cleaning products:

NAME _____ FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE **STORAGER** LINE

by GUARDIAN



FULL TELESCOPE BOX
SUITABLE FOR
HOUSEHOLD EFFECTS
SIZE: 36 x 22 x 8

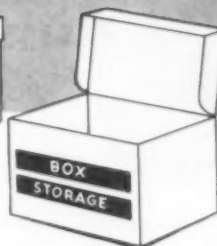
Sold through distributors
from Coast to Coast
Write for Brochure



HAMPERS

ONE OR TWO PIECE
Size: 27 x 15 x 19½
FOR BOX STORAGE

Free Advertising and Promotional Material



"BOOK" by GUARDIAN

★ A keepsake box for wedding gowns.
One piece construction • Gold colored
corrugated board • Easily set up.

\$ 3.50 per box F.O.B. N.Y.

GUARDIAN BETTER-PAK CORP.

84 JUNIUS ST., • BROOKLYN 12, N.Y.

NEW PRODUCTS AND LITERATURE

Continued from page 12

DF Series Heaters



A new line of direct-fired volume water heaters, the DF Series, has been announced by Portmar Water Heater Company, Inc.

Fired by oil, these units are available in four sizes, ranging from 135 to 300 g.p.h., 100 degree rise. They are said to be ideal for coin-operated laundries, automatic laundries, and other commercial uses. The heaters are completely galvanized inside and out to prevent pitting and corrosion. The mak-

er says their small size and flush jackets permit them to fit anywhere. Each is equipped with an anode rod for added protection against corrosion and the flush jackets are insulated with fiber glass to keep heat loss to a minimum.

DF Series heaters have large storage capacities and can also be connected to a storage tank for forced or gravity circulation permitting large storage reserves. The heaters are factory-tested under 300 pounds working pressure. Completely packaged units are available prewired, completely assembled and crated.

For more information write Portmar Water Heater Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.

Columbia's New Boiler

Featuring a newly designed gas burner, the latest addition to the Columbia Boiler Co. of Pottstown, Pottstown, Pa., is a gas-fired steam generator.

More information may be secured by writing to the company.

Chase Lint and Spots



A giant-size, lightweight lint remover has been developed by the Rite Aids Company. Lint-A-Way has a roller covered with an adhesive material which picks up lint, hair, thread, etc. Refill rolls are also available. The company suggests that the item might also be used as a merchandising item.

Rite Aids is offering a 2-ounce sample of its new Spot Lift, all-purpose spotting agent.

For further information write: Rite Aids, 18 Brattle St., Cambridge, Mass.

Lookout Boiler Catalog

A new 12-page catalog illustrating and describing the company's full line of automatic, horizontal Scotch marine-type boilers has been published by Lookout Boiler & Manufacturing Co., Chattanooga 5, Tenn.

Modulatic Bulletin

Vapor Heating Corporation has published a bulletin, No. 4010, describing its economy line of water-tube package boilers, the Cycle Modulatic.

For a copy, write to: Vapor Heating Corporation, 6420 W. Howard St., Chicago 48, Ill.

Five-Cent Vendor Items



Three items are ready for vending in 5-cent machines, under the new Laundry Maid label; detergent, dry bleach and instant starch.

Complementing these new products of Automatic Service and Supply Co., Inc., is a wall-mounted vending machine. The company also makes 10-cent coin-op laundry packages.

For further information write the firm at: 2701 E. Commerce St., San Antonio, Tex.

NEWS FROM THE ALLIED TRADES

Continued from page 16

Advertising and Editorial Art, sponsored by the Art Directors Club of Los Angeles. The ad was chosen as best out of the 5,000 entries in the exhibit.

TV and screen personality Hans Conried is photographed presenting the award to artist Charles Wysocki, of the Ross Roy Inc. advertising agency, who illustrated the ad, while Maurice G. Vaughn (right), creative director of the agency, looks on.

Amsco, Western Celebration

E. M. Toby, president of American Mineral Spirits Company, New York, recently spoke at the celebration of the thirtieth anniversary of American Mineral Spirits Company, Western, in Los Angeles.

Amsco, Western started with two employees in 1947. Today the company has two large modern bulk plants in Los Angeles and Oakland.

Olin Mathieson Appointment

Robert D. Hillmann has been appointed Western district sales manager, film operations, of the

Packaging Division of Olin Mathieson Chemical Corporation. His office will be located in San Francisco.

Mr. Hillmann was formerly assistant district manager, Midwestern district.

Schlang and Weinberg Join National Cleaners



STAN SCHLANG

Maytag Distributor

National Laundry Equipment, Division of Berger Insulation, Inc., 5920 Center Ave., Pittsburgh, Pa., has been franchised as a distributor of Maytag coin-operated commercial laundry appliances. The firm's territory covers western Pennsylvania and northern West Virginia.



ARNOLD WEINBERG

National Cleaners Chemical Mfg. Co., Chicago, recently announced the addition of two new sales technicians to the company's newly enlarged

Technical Division. The newcomers are Stan Schlang and Arnold Weinberg. Both are NID graduates and Mr. Schlang is a former plantowner.

124 Years of Service

Frank E. Chapman and Harry Farrel have retired from International Paper Company. Both men joined the company when it was founded in 1898.

Mr. Chapman served in the company's New York Purchasing Department since 1927. Prior to that, he was a mill agent at several of the company mills. Mr. Farrel spent his entire career in International Paper's New York office.

Keever-Beech Lestoil Agents

The Keever-Beech Division of the Keever Starch Co. has been chosen exclusive sales agent for the distribution of Laundry Lestoil, Lestex, Lestare Bleach Packets and Laundry Lestare.

Keever-Beech, Columbus, Ohio, has been in the laundry field for over 100 years. Lestoil, Inc., Holyoke, Mass., entered the field in 1933 and has recently added Lestare bleach in packet and bulk form and Lestex, a liquid synthetic detergent, to its line.

Raypak Expands

Raypak Company, El Monte, Calif., has expanded its manufacturing facilities to double

America's Finest Water Heater! Laundry Operators From Coast To Coast Secure AN ABUNDANT SUPPLY OF LOW-COST HOT WATER



Uses Any Type Gas

Saves Valuable Floor Space!

☆

No Expensive Storage Tanks Are Needed!

☆

5-Year Guarantee!

One-year unconditional; four years prorated. Backed by 35 years of successful experience. Finest materials, expert workmanship; neat in appearance. It comes COMPLETELY set up with burner and controls already installed on the heater.

with a Ewing Improved Automatic

VERTICAL MODEL HEAVY DUTY

Hot Water Heater

Provides a constant, plentiful supply of Hot Water. Automatic TROUBLE-FREE operation. Compact! . . . Quickly and easily installed . . . and ABSOLUTELY SAFE! Amazingly efficient and economical. Ask a Ewing user what he thinks of it.

FOUR SIZES: 190,000—315,000, 520,000 and 900,000 BTU input. Recovery capacities up to 850 gallons per hour at 100 degree temperature rise. Storage capacity 50 to 226 gallons. Inside surfaces treated with metal protective to assure long life and clean, clear water. Heavy duty magnesium rods incorporated with each unit.

Constructed in accordance with requirements of A.S.M.E. Boiler and Pressure Code. Each heater registered with National Board of Boiler and Pressure Inspectors. All safety controls listed by A.G.A.

Write or wire for details, name of nearest distributor.

Ewing

MANUFACTURING CO.

2545 NW 10

P. O. BOX 875

OKLAHOMA CITY, OKLA.

the former space. An additional 15,000 square feet of space is already in use with more planned.

Krueger Moves

Charles H. (Jack) Krueger was recently transferred to Minneapolis, Minn., by Thompson-Hayward Chemical Company. He will serve as manager



CHARLES H. KRUEGER

of Thompson's Laundry and Dry Cleaning Division in Minneapolis.

Mr. Krueger, a native of Minnesota, has spent the past

eight years as sales representative in southern and western Iowa through the Des Moines branch of Thompson-Hayward.

Signal Promotes Edelmenn



ED EDELMANN

Signal Chemical Mfg. Co., Inc., has promoted Ed Edelmenn to Western district manager.

For the past two years, Mr. Edelmenn covered the Michigan-Ohio territory for Signal. In this new position, he will have his headquarters in San Francisco and will cover the

states of California, Oregon, Washington, Idaho, Montana, Arizona, Wyoming, New Mexico and Colorado.

Forrester to Wallerstein

Roy W. Forrester has joined the sales organization of the Wallerstein Company, Staten Island, N. Y. He will serve the drycleaning industry in the Southeastern area. His headquarters will be in Atlanta, Ga.

Brock Heads American Mat



KEN E. BROCK

Ken E. Brock, former vice-president and director of the

American Mat Corporation and D. W. Moor Co., Toledo, Ohio, has been named to succeed the late D. W. Moor, Jr., as president of the companies. Mr. Brock joined the companies in 1948.

Holsinger Premiere



SHANNON HOLSINGER

The Holsinger Equipment Company has opened the doors of its new offices and warehouse at 212 Puyallup Ave., Tacoma, Wash.

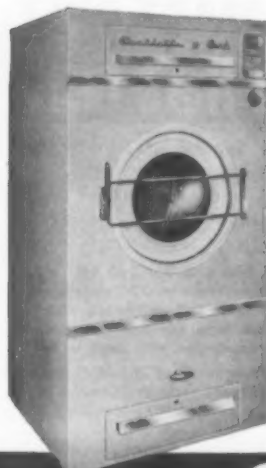
Heading the company is Shannon Holsinger, who has been in the industry for 18 years and has operated drycleaning

WASHERS • EXTRACTORS • DRYERS

MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT BY COOK



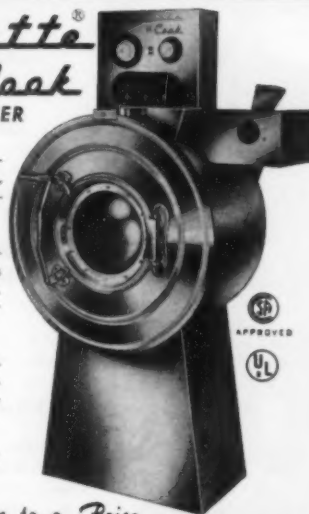
Tumblette[®] by Cook 37 x 30 DRYER



- ✱ Give wash-n'-wear customers fast, efficient service; increase production and income.
- ✱ High tumble basket gives gentle action — wash-n'-wear garments need only minor touch-up.
- ✱ Temperature completely flexible; thermostatically controlled — high volume air flow.
- ✱ Permanent type perforated steel lint cylinder built to last life of dryer, no costly replacements.
- ✱ Built in safety features protect laundry load.



Washette[®] by Cook OPEN END WASHER



- ✱ Keymatic control — change time sequence, water level, temperature at will.
- ✱ Shirt production increases with Washette's fast action washing. Produce more loads per day.
- ✱ Washette has quick-change formula dial — handles ANY laundry situation.
- ✱ Available with supply injector.



Built Up to a Standard—Not Down to a Price

For illustrated brochure, name of nearest distributor, write . . .



COOK

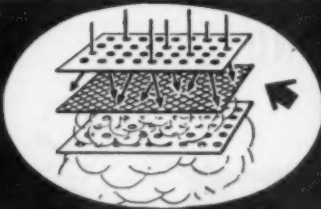
4301 S. Fitzhugh Ave.

MACHINERY CO., INC.

Dallas 26, Texas

Telephone HAMILTON 1-2135

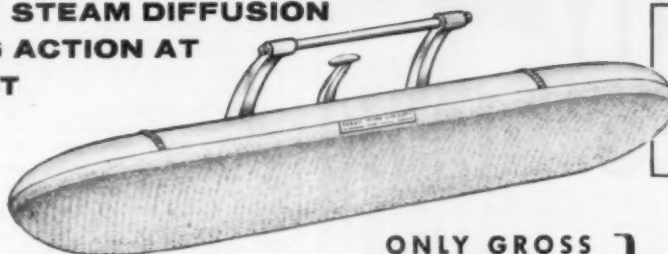
Manufacturers of the Only Complete line of Open-end Washers



Only GROSS STAR TRIPL-SAFE GRID PLATES
Have the PATENTED Filter Screen
Built In For EXTRA Safety

**GET 50% MORE STEAM DIFFUSION
 AND FILTERING ACTION AT
 NO EXTRA COST**

No other Grid Plate can possibly be as safe as GROSS STAR because NO other Grid Plate has the patented filter screen that gives 100% protection against hot spots, moires, jetting and nickel marks. Billowing clouds of TRIPLE-filtered steam provide exact steam temperature for faster, safer production on ANY fabric — Wash-N-Wear, delicate synthetics, silks, wools, cottons . . . ANYthing. And the permanently napped pressing surface makes "shine" impossible.



EASY pressing
PERFECT pressing
EVEN steam
SAFE pressing

**ONLY GROSS
 STAR gives you
 THREE times the
 steam-filtering
 action.**

- 1** perforated liner
- 2** PATENTED filter screen
- 3** perforated grid plate (with napped surface)

When ordering from your jobber—insist on

GROSS STAR TRIPL-SAFE GRID PLATE

PATENTED

MFD. BY
L. BEHRSTOCK CO.
 1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
 STEAM FILTER

COSTS LESS THAN YOU'D GUESS

	TRIPL-SAFE	SINGLE PLATE
Under 46"	\$29.75	\$16.85
Over 46"	38.75	21.75
Mushroom	21.75	12.50
	from your jobber	

plants in several states. The new firm will handle a complete line of drycleaning, laundry and coin-op equipment as well as boilers and uniforms.

Wichita Promotes Godfrey



JACK GODFREY

Wichita Precision Tool Company, Wichita, Kans., has promoted Jack Godfrey to district sales manager of the Midwest and Great Lakes area. Long associated with the industry as both plantowner and machinery distributor, Mr. Godfrey will continue to have his headquarters at Arlington, Tex.

I-H Promotes Adams

J. Frank Adams, who joined the International Harvester Company, Chicago, as a truck salesman, has been named parts and service manager for the International truck sales department. Prior to his appointment, Mr. Adams was manager of I-H's Eastern sales region.

Westvaco Name Change

Food Machinery and Chemical Corporation is dropping the name Westvaco from its divisional and brand identifications.

In the future, the former Westvaco Divisions will be known as the Chlor-Alkali and Mineral Products Divisions of the corporation. The chemicals and all other products of the two divisions identified with the Westvaco name will henceforth be known as FMC chemicals.

Morwhite Names Vanderpool

Joseph Vanderpool, veteran of 10½ years with a large chemicals firm, has joined the sales staff of Morwhite, Inc., Albany, N. Y., formerly known as Morwhite Chemical Company, Inc.

Kordite Promotes Hangartner, Smith



CROFT C. HANGARTNER



VIRGEL SMITH

Croft C. Hangartner has been appointed product manager of the Laundry and Dry Cleaning Division of The Kordite Company, Macedon, N. Y.

Mr. Hangartner will be responsible for product development and sales of polyethylene packaging materials for the drycleaning and laundry industry.

Virgel Smith has been appointed field sales manager of the Industrial Division of Kordite. Mr. Smith will be in charge of a 40-man sales force distributing plastic packaging to

the drycleaning and laundry industries.

Cole-Whitlow Firm

William Cole and Stanley Whitlow have joined to form the firm of Cole-Whitlow, Jackson, Miss., and Atlanta, Ga. The new firm will specialize in production, quality control and packaging service.

Bill Cole will handle the plant management techniques and Stan Whitlow the packaging field.

NICKEL- LINED* QUALITY COMCO



AT PRICES YOU'D EXPECT TO PAY FOR ORDINARY COMMERCIAL WATER HEATERS

Here's a nickel-lined water heater specially designed, specially sized to handle modern automatic laundrying needs. Comco Nickel-lined* Water Heaters are sized for extra large volume requirements . . . up to 1500 gallons per hour with a temperature rise of 100°F.

NICKEL-LINED BY THE KANIGEN® PROCESS

... Through Chemistry, Industry's
Most Advanced Water Heater

Through the exclusive Kanigen® Process, a superb quality nickel alloy coating is chemically deposited to the interior of each Comco Heater. This assures absolute coverage, virtually bonding the steel and nickel alloy into one metal, giving years of extended heater life. Corrosion resistance equals that of hardened stainless steel on all usable water applications.

Each heater is fully approved by the American Gas Association for use with all gases . . . and is also approved by the American Society of Mechanical Engineers.

Designed and Produced by the Leading Specialists in Volume Hot Water Heater Equipment!

COMMERCIAL HEATER CO.

Fort Worth, Texas

*NICKEL-LINED BY KANIGEN®: Kanigen® is a mark identifying chemical deposition of a high-nickel, low-phosphorus alloy by General American Transportation Corporation and its licensees; and the coating resulting therefrom.

EASTERN SALES OFFICE:
Commercial Water Heater Co.
2025 Riverside
Columbus 21, Ohio

PEOPLE AND PLACES

NORTH EAST



Two explosions, seconds apart, damaged equipment in Friends Cleaners and Dyers, 68th and Media Sts., Philadelphia, Pa. Total damage to equipment and clothing was estimated at \$50,000.

Harris Cleaners, Syracuse, N. Y., has contracted for a \$30,000 building on Syracuse St., Baldwinsville, for establishment of a branch.

M & B Cleaners of Hammon-ton, N. J., has opened another branch, at 139 Philadelphia Ave., Egg Harbor City.

Cheltenham (Pa.) Cleaners, 504 Central Ave., has announced the formation of a new corporation, to be operated as Cheltenham Cleaners, Inc. The business was founded in 1922 by the Edelstein brothers, Mor-

ris, Jacob and William, who will continue as part of the organization.

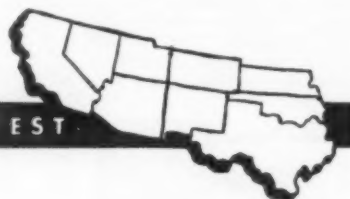
Michael Stanz has taken over management of Vanity Cleaners, 7815 Third Ave., Brooklyn, N. Y., from J. E. Kopilow.

S. Feldman & Sons, Inc., with headquarters at 62 Lock St., Newark, N. J., has opened a branch at 707 Scotland Rd., Orange.

Sam Newman and Bob Isser recently opened Edmor Dry Cleaners, Inc., 1660 New York Ave., Huntington Station, N. Y.

Joseph V. Collentro has applied for a permit to operate a drycleaning and laundry establishment at 478 Broadway, Chelsea, Mass.

SOUTH WEST



Faultless Cleaners, 934 Webster, Topeka, Kans., has constructed an addition for establishment of a coin-operated laundry. Richard Blanchard is manager of the firm, which recently opened a branch drycleaning outlet and coin-operated laundry at 1223 W. 21st in the Lincoln Shopping Center.

Perfection Cleaners has opened its fourth location, at 20926 Hawthorne Blvd., Torrance, Calif., according to Mel Brickman, owner. Mr. Brickman is president of the South Bay Dry Cleaners Association.

Mrs. Kathleen Eubank is the operator of Larkfield Cleaners, Santa Rosa, Calif.

New drycleaning equipment has been installed at Culver Cleaners, 9534 Washington Blvd., Culver City, Calif., according to Leonard Kessler, manager.

Jet Cleaners and Laundry has opened a new cleaning plant in the Eastgate Shopping Center, Kellogg and Rock Rd., Wichita, Kans.

Bob Hunemiller and Joseph Williams are the new owners of Town and Country Cleaners, 19243 E. Foothill, Glendora, Calif., formerly owned by Earl Joyce.

Hourly Cleaners has been opened at 2425 N. Tucson Blvd., Tucson, Ariz., and is managed by Leroy Englund.

New drycleaning equipment has been installed at Safe-Way Cleaners, Chowchilla, Calif., owned by M. Teekell.

A new \$25,000 establishment has been opened by The A Co. at 6282 W. Third St., Parkla-

brea, Calif. Irwin Rash is president of the drycleaning and laundry firm, which handles all cleaning and refurbishing for the Los Angeles County Museum of Science and Industry.

Gene's Cleaners, formerly on Main St., Kingman, Kans., has been moved to a new location on W. A. St., according to Gene Shay, owner.

Mrs. Kathryn Masero has announced plans to open Kay's Cleaners, 133 S. Bradford Ave., Placentia, Calif.

Stickel Cleaners, 714 N. 12th, Aggieville, Kans., was destroyed by fire recently.

Dick and Vera Haworth have purchased Durkee's Cleaners, 17729 Chatsworth St., Granada Hills, Calif. The Haworths will

operate the establishment as Cleaning by Haworth.

Robert K. Bertucci was elected president of Zenith Cleaners, Dallas, Tex., at a recent meeting of the board of directors of the 46-year-old firm. Other officers and directors elected were James F. Milholland, vice-president; Mrs. T. E. Milholland, chairman of the board; Mrs. K. Bertucci, chairman of the executive committee; W. F. Whitehurst, secretary-treasurer-controller, and Howard H. Dedman, board member.

Lucille Bundy and Bea Bennett are now operating Black and White Cleaners, 2595 N. Fair Oaks Ave., Altadena, Calif.

A storage vault has been added at Walton Bros. Cleaners, 432 Main St., Del Rio, Tex.

NORTH WEST

W. L. (Les) Carr of Umpqua Cleaners and Don Glentz of City Cleaners, Roseburg, Ore., have announced plans to open their fourth coin-operated laundry, Main St. in Myrtle Creek.

Roy Koch of Cook's Cleaners, Beaverton, Ore., has announced installation of new equipment.

Town Cleaners, Seattle, Wash., will open its thirteenth outlet in the new shopping center at Aurora Ave. and N. 205th St., Aurora Village, according to co-owner John Weaver.

Howard Burke, operator of Burke's Cleaning, Canyon Rd., Beaverton, Ore., has opened Burke's Cleaning Salon in the new Fred Meyer Shopping Center in Raleigh Hills.

Bachelor Cleaners & Laundry, 409 Montana, Coeur d'Alene,

Idaho, owned by Paul G. Ammon, has opened a new drive-in at 1032 Fourth.

Mr. and Mrs. Dale Bradley have purchased Modern Cleaners, Medford, Ore., from Mr. and Mrs. V. G. Richards. Mr. Bradley had been an employee of the firm for 15 years.

Chuck Musiel, operator of Chuck's Drive-In Cleaners, Orofino, Idaho, and Rex Barstow have announced plans to establish a coin-operated laundry, Orofino Laundromat, in the drycleaning establishment.

Adolph Hagemann and Earl Ryder, owners of American Cleaners, 400 Main St., West Kelso, Wash., and Virgil Rutledge, owner of Ideal Laundry, 1216 California Way, Longview, have filed articles of incorporation merging the firms. The concern will be operated as American Cleaners and Laundry.

NORTH CENTRAL

Dorsey Cleaners of Detroit, Mich., has opened its seventh unit, at 15546 W. Warren in Dearborn.

David Rusk has opened Dave's Dry Cleaning Service at 6341

Beechmont Ave., Mt. Washington, Ohio.

Peter Zantal, operator of Gleem Cleaners, Alliance, Ohio, has opened Violet Ray Cleaners in the Mount Union Plaza, W.



This season's profits will come in SPRING COLORS

Now is the time to promote
Spring season dyeing

When Almore does your dye
work, you can accept with
confidence and handle
with profits.

Spring Colors for . . .

- * Spring Coats
- * Wool and Cashmere Sweaters
- * Car Coats

Tell your customers—"DYEING SAVES BUYING"

ALMORE DYE HOUSE



DYEING is our ONLY Specialty
4412 Wentworth Ave.,
Chicago 9, Illinois
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Continuously in business since 1919
... the dyeing name of undying fame



ELECTRIC BLANKET CIRCUIT TESTER

Checks electric blanket wiring in 15 seconds. Protects you against unwarranted claims. Portable — plug in type, can be used anywhere a 110v outlet is available. Works on all blankets. Complete instructions included — no costly operator training. Completely safe — cannot hurt blankets, equipment or personnel.

Price.....\$6.50 each

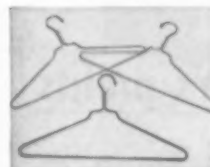


5 FT. PORTABLE GARMENT RACK

Use it everywhere... the KD Garment Rack has attractive appearance for your call office and strength for your plant. 63" high, heavy duty, mirror-chrome uprights and crossbars, baked black enamel finished cast fittings and sturdy swivel rubber casters. Shipped knocked down, easily assembled.

Price.....\$29.50 each

Other lengths, designs quoted on request.



GLAMOR HANGER

Beautiful, colored heavy gauge solid aluminum hangers. GLAMOR HANGER is scratch resistant and the hook is protected by a plastic tip. Ideal for special promotions — anniversaries, holidays, etc. Available in color-fast, anodized — Gold, Copper, Silver, Red, Blue and Green. Write for prices. Discounts on quantity orders.

ASK YOUR SUPPLIER ABOUT KD . . .

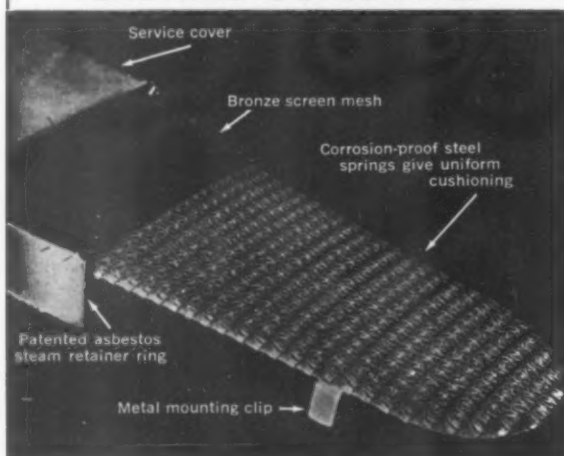
KD Numbering Outfits
Identification Tags and Systems
Flag Markers

Brass Tags and Rings
Rack Dividers
Pin Straighteners
Pin Set Transports



79 14th St., Battle Creek, Michigan

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!

Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.



NO MORE CURLED LAPELS

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.



THE COAT RETAINER CO.

P. O. Box 7021

San Antonio, Texas

State St. and Shunk Ave. The new unit includes a coin-operated laundry.

Sam Saluri, owner of Bell Fashion Cleaners and Shirt Laundry, Seventh and University, Des Moines, Iowa, has opened Bell Fashion Launderette at 3021 S. W. Ninth.

Carl J. Cousino and Clinton Parrott have purchased Handler's Cleaners, Inc., 116 W. Front St., Monroe, Mich., and will operate under the name of Handlers of Fine Cleaning.

Speedy Cleaners, Inc., has leased space at 1218½ Mt. Vernon Ave., Columbus, Ohio.

A formal opening was held recently at Town and Country Cleaners, Shawano, Wis., by the new owners, Mr. and Mrs. Alex Zierden. The firm, located at 138 S. Main St., has been extensively remodeled.

Hopkins (Minn.) Cleaners-Laundrerers, 219 Excelsior Ave., W., has completed a remodeling program and added new equipment. Willard Morrau is the general manager.

Peter Pan Cleaners has leased space in the shopping center under construction on Main and Washington Sts., Port Washington, Wis.

Quick Cleaners & Laundry, 206 W. Jefferson St., Oconomowoc, Wis., has added a storage vault.

Howard B. Larsen has been appointed general manager in charge of production of Royal Drive-In Cleaners Corp., Grand Haven, Mich., according to Mrs. Otto R. Larsen. The position was formerly held by her husband, the late Otto Larsen. Mrs. Larsen is now president and treasurer.

A grand opening was held recently at Elma (Iowa) Cleaners & Laundromatt, now under the new management of Mrs. Dale Schroeder.

A remodeling program including a plant addition has been started at Alvey Cleaners, 608 Main St., Tell City, Ind., by Donald Alvey and Tony Fischer.

North Side Cleaners, 5427 N. Broadway, Chicago, Ill., has opened its seventh unit, it was announced by William Fricke, president. The firm is making extensive preparations to celebrate its fiftieth anniversary. Included is remodeling of the main plant, which has housed the company since it was founded in 1910.

Charles Ross, president of Ross Cleaners, Columbus, Ohio, has announced the opening of a new unit at 48 E. Broad St.

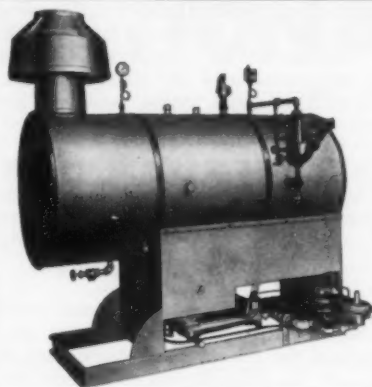
Reisig Cleaners is building a drive-in drycleaning and laundry adjoining its present location at 434 N. Monroe St., Monroe, Mich., Edmund W. Reisig, Jr., announced.

SOUTH EAST



Anne Donnelly Hein has taken over the drycleaning establishment at 231 Elm St., Ludlow, Ky., formerly operated by Jack Conlin. The concern will be known as Anne's Dry Cleaners.

Canaveral Cleaners and Laundry, Inc., recently incorporated in Cocoa Beach, Fla., will be moved to a new building on the causeway in Merritt Island. John Hogg is president of the firm,



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

John J. Fitzgerald vice-president, Robert DeGivie secretary-treasurer, and C. L. Maxwell, general manager.

Barbara Rose and Edward Y. Walter, Jr., an NID graduate, have opened Village Cleaners, Mt. Vernon Ave. and Herbert St., Alexandria, Va.

Sylacauga, (Ala.) One Hour Martinizing Cleaners, Fort Wil-

liams St., held its grand opening recently.

Jim Buck Morgan has purchased the business interest of his uncle, Alex Little, in Nu-Way Cleaners on Main St., Berea, Ky.

Gene Culver has assumed management of the One Hour Martinizing drycleaning establishment in Springdale, Ark.

DOMINION of CANADA

Modern One Hour Dry Cleaners, 864 Putnam Ave., Zanesville, Ohio, has opened a branch at Seventh and Market Sts.

A permit has been issued Peat's Cleaners & Tailors Ltd., 4672 Yonge St., Scarborough, Ont., for construction of a building at Lawrence Ave., E., near Elinor Ave.

Spic 'N' Span Dry Cleaners has been moved into a newly remodeled building in Boissevain, Man. The concern, operated by Bob Deleurne, was previously located in Notre Dame de Lourdes.

Roy's Cleaners has opened its fifth branch, at 240 Lonsdale, North Vancouver, B. C. The

firm, owned by Roy MacDonald, has its headquarters at 652 Queensbury.

An addition is to be constructed at Cramer's Dry Cleaners and Laundry Ltd., 4 Dundas, W., London, Ont.

M. Starko, president of Page, The Cleaner & Furrier Ltd., 9338 118th Ave., Edmonton, Alta., has announced that an estimated \$750,000 will be spent during 1960 in an expansion program which will include erection of four drive-in drycleaning plants.

Emerson Knipe has sold his drycleaning establishment in New Hamburg, Ont., to Stanley Schilling.

OBITUARIES

Charles Rupp, 68, president of Risley-Dorraine, Inc., drycleaning and laundry firm of Pleasantville, New Jersey, died recently. Mr. Rupp founded Dorraine Cleaners and Dyers in Atlantic City, in 1917. This firm was merged with Risley's Laundry in Pleasantville two years ago. He served two

INCREASE PROFITS WITH

BERLOU

MOTHPROOFING SERVICE

THREE-YEAR WRITTEN GUARANTEE

Get increased volume and profits from PRESENT CUSTOMERS with a Berlou Mothproofing Department. Helps attract new customers, too. Berlou, established in 1930, is used by more professional mothproofers than all other mothsprays combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. . . .

\$69.50

Replacement Liner

\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add \$15.00

Scale alone \$18.00

Basket alone \$22.00



Send for 1960 Catalog.

Sold by Drycleaning & Laundry Jobbers Throughout the World.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Ze-DRAPE FOLDER

Increase

YOUR HOUSEHOLD SALES

Ze-Drape Folder, the professional folder, will enable you to do big drape cleaning orders . . . with one operator, using 3 x 3 feet space, 10 feet high. Finished with decorator folds.

complete for **\$185**
Ze products

Zimmerman Co. Cincinnati 19, O.



Send for FREE Illustrated Literature

WE CHANGE IT

Extra Cash For You With No Extra Work



BEFORE

Double Breasted Suits and Overcoats Converted Into Modern 2 or 3 Button Narrow Lapel Single Breasted Styles

We can convert men's dark blue or black double breasted suits into tuxedos

Regular lapel, new satin facing—\$14.95

Shawl lapel, new satin facing—\$17.95

We send you a free window sign with your first order—

Suit Coats—\$8.95

O-Coats—\$14.50

All Workmanship Guaranteed.
Mail Orders Promptly Serviced.

NU-WAY TAILORS

119-10 Merrick Boulevard, Jamaica 34, New York



AFTER

44 YEARS

with the Drycleaning Industry

INSURANCE AT COST!

National Indemnity Exchange National Fire Insurance Exchange

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

EASTER SEALS

fight crippling on three fronts

TREATMENT-RESEARCH-EDUCATION



National Society for Crippled Children and Adults
2023 W. Ogden Ave., Chicago 12, Ill.

terms as president of the New Jersey Laundry & Cleaning Institute, and during the 30's was a director of the NID. He had also served as a Democratic jury commissioner since 1953, and was a former president of the Rotary and Exchange Clubs in Atlantic City and a Mason. Surviving are his wife and daughter.

Stuart Cecil Alley, Jr., 35, owner of Delta Dry Cleaners, Dallas, Texas, died after a brief illness. Mr. Alley was awarded the Distinguished Flying Cross as a Marine Corps first lieutenant. He was a member of the Walnut Hill Lions Club. Survivors are his wife, father and two daughters.

Harold V. Emling, 63, owner of Emling's Cleaners and Dyers Company, Erie, Pennsylvania, died recently. Mr. Emling was a member of the Pennsylvania Association of Dyers and Cleaners and the Elks. Survivors include two sons and his father.

Philip H. Kornick, 55, owner of Daniel & Company, dry-cleaning establishment in Chicago, Illinois, died recently. Mr. Kornick is survived by his wife, son and daughter.

Morris Malkov, 79, retired owner of a drycleaning establishment in Chicago, Illinois, died recently. Surviving are his wife, two sons and a daughter.

ANNUAL CONVENTIONS

April 30 and May 1—Southern Distributors Council, Chisca Hotel, Memphis, Tennessee.

May 5, 6 and 7—Idaho Launderers and Cleaners Association, Bannock Hotel, Pocatello.

May 6 and 7—South Carolina Association of Launderers & Cleaners, Wade Hampton Hotel, Columbia.

May 14 and 15—Dry Cleaners Institute of Texas, Fair Park Coliseum, Lubbock. With exhibit.

May 19, 20 and 21—Pacific Northwest Launderers and Dry-cleaners Association, Winthrop Hotel, Tacoma, Washington.

May 20, 21 and 22—Dry Cleaners Association of South Dakota, Huron.

June 3, 4 and 5—California Drycleaners Association, Lafayette Hotel, Long Beach.

June 8 and 9—North Carolina Association of Launderers and Cleaners, Sir Walter Hotel, Raleigh.

June 17 and 18—West Virginia Launderers and Dry Cleaners Association, Daniel Boone Hotel, Charleston.

June 23, 24 and 25—Midwest Cleaners & Launderers (Kansas Association of Cleaners and Launderers and The Associated Cleaning & Laundry Service of Missouri), Elms Hotel, Excelsior Springs, Missouri. With exhibit.

June 24, 25 and 26—Florida Institute of Laundering and Cleaning, Fontainebleau Hotel, Miami Beach.

August 21, 22 and 23—Virginia Association of Launderers and Cleaners, Inc., Hotel Roanoke, Roanoke.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease or will sell building with business. For further information. **ADDRESS:** Box 8831, **THE NATIONAL CLEANER.** -2

NORTHWESTERN ILLINOIS—well equipped solvent plant, established 27 years. Gross \$40,000. New building, corner location, ample parking. \$80,000—one half down. Terms on balance. Long lease, or will sell building. **ADDRESS:** Box 8990, **THE NATIONAL CLEANER.** -2

PENNSYLVANIA. Solvent plant for sale. Cash-and-carry sales over \$80,000. Can easily be doubled with present equipment including 30 HP. boiler, all in perfect condition. Sold with or without property. Corner location with ample parking. Terms available. **ADDRESS:** Box 9023, **THE NATIONAL CLEANER.** -2

SOUTHERN WISCONSIN SYNTHETIC PLANT WELL ESTABLISHED GROSSING \$80,000 YEARLY. EXCELLENT EQUIPMENT WITH CAPACITY TO DOUBLE. WILL SACRIFICE. WITH REAL ESTATE OR LEASE. ADDRESS: Box 9040, **THE NATIONAL CLEANER.** -2

TOP-NOTCH DRIVE-IN solvent plant with laundry and cold storage. Best location in city of 50,000 on Florida's West Coast with finest beach. Yearly volume \$75,000. A real opportunity for someone. \$25,000 cash with terms for balance. **ADDRESS:** Box 9055, **THE NATIONAL CLEANER.** -2

Northern Arizona—Reduced for quick sale. Complete solvent plant, ideal for working man and wife or partners. 1959 gross \$26,000. Selling price only \$12,500, one-half down, or \$11,500 cash. Owner-owned building in ideal location. Wonderful year-round climate. Wish to retire. **ADDRESS:** Box 9068, **THE NATIONAL CLEANER.** -2

Modern synthetic drycleaning plant in north central part of Ohio. Grossing \$70,000 a year. Situated in an industrial town of about 20,000 population. Modern equipment throughout. Owner's other interests forces sale. Can be purchased with building or will give a good lease. For more information send your name and phone number to **THE NATIONAL CLEANER**, in care of box number 9070. -2

NORTHEASTERN OHIO "BEST LOCATION IN THE NATION." Modern solvent plant in growing community, well-established. 1959 gross \$30,000, \$60,000-\$100,000 potential. Will sell or lease building. Also available for sale, large adjoining lot for future expansion. Reason for selling—health. **ADDRESS:** Box 9078, **THE NATIONAL CLEANER.** -2

WELL-EQUIPPED SOLVENT PLANT—WITH TWO-BATH WASHER AND EXTRACTOR, INCLUDING SHIRT UNIT. DOING \$70,000, CAN HANDLE \$100,000. LOCATED IN BATON ROUGE, LOUISIANA. ALL VERY MODERN. ADDRESS: Box 9079, **THE NATIONAL CLEANER.** -2

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Soricone, 210 Fifth Street, West, Billings, Montana. 9080-2

WELL ESTABLISHED LAUNDRY & DRYCLEANING PLANT, located Bedford, Indiana—population 20,000. Average gross past 5 years \$75,000. Building and equipment first class condition. New boiler. Modern 2 room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York City—Tel. CI 5-7879 or T. L. Montgomery, Bedford, Indiana—Tel. BR 5-4481. 8966-2

CLEARWATER, FLORIDA. Best town on the West Coast of state. Complete **SOLVENT PLANT.** Gross \$50,000 per annum, with much higher potential. 70% of volume cash-and-carry. Land, building (2275 sq. ft.), complete equipment, 2 trucks, \$3,000 neon sign included. Price \$55,000. Write Dan Iley with **TITZEL REALTY, REALTORS**, P. O. Box 1307, Clearwater, Florida. 9091-2

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FOR QUICK SALE—Drycleaning plant. Rare opportunity for someone desiring a small cleaning plant in a central Wisconsin city with a wonderful business potential. No competitor located within 20 miles. Prosperity 6A automatic perc cleaning unit with reclaimer. Prosperity foot press. Cissell puff-iron tables, steam finishing board, steam electric iron assembly, steam spotting board. Adjusta-form bagger, compressor, etc. Price \$6,500, including building. Write Wm. Olson, Wautoma, Wisconsin. 9106-2

Complete solvent plant. Ideal location in southeastern Arizona. 1959 gross \$26,000. Cash-and-carry. Selling price \$15,000. Wish to retire. Owner owns building. **ADDRESS:** Box 9115, **THE NATIONAL CLEANER.** -2

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FOR SALE: Tailoring—alteration and press shop, business that will gross you more than you pay for it, the first year. Located in the Base Exchange Building, Webb Air Force Base, Big Spring, Texas, 3 miles from city, population of 40,000. Concession air contract. Address: G. C. Potts, 1009 Main St., Big Spring, Texas. Phone AM 3-2298. 9134-2

For sale. Drycleaning plant and home in southern Illinois. Complete drycleaning, air-vacuum presses, moisture-control cleaning, new silk press, puff irons and coat finisher. \$19,000 volume per year. Low rent, good location. Five-room home, 6 years old, large lot, close to churches and schools. New neighborhood. \$16,000 buys both. **ADDRESS:** Box 9135, **THE NATIONAL CLEANER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

Ohio Valley: Modern synthetic (Detrex) drive-in drycleaning plant. Average yearly volume \$18,000. Ideal for couple. Modern building with apartment. Total price \$27,000. ADDRESS: Box 9136, THE NATIONAL CLEANER. -2

Minnesota—model plant, none finer, \$30,000 volume, nets over 50%, cash-and-carry, potential \$50,000 volume with pickup-and-delivery. \$20,000 down, balance easy terms 6%. ADDRESS: Box 9137, THE NATIONAL CLEANER. -2

SHOPPING CENTER LOCATION: Northeastern New York. Cash retail one-hour cleaning. Clear net over \$20,000 after expenses. Full price \$25,000 for business and equipment. \$15,000 down, balance \$200 monthly. Modern machinery alone worth more than sale price. Health only reason for sacrificing. Details—Howard Cline, Box 321, Saratoga Springs, N. Y. 9138-2

For sale: Solvent plant, building and equipment, etc. Doing over \$100,000 gross. Priced to sell at \$35,000. Worth much more. West central Illinois. ADDRESS: Box 9139, THE NATIONAL CLEANER. -2

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—are only three of the outstanding features aiding your best customers and prospects in this issue of **THE NATIONAL CLEANER.**

They're articles that *work* for the drycleaner and for *you* — helping the plant-owner build his business and his bank account—delivering the informed, able-to-buy drycleaning market you *need* to sell more equipment and supplies.

In **THE NATIONAL CLEANER**, you reach your *market of value.*

THE NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
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The Customers Always Write

Congratulations

To the Editor:

I was very pleased to hear of your recent promotion. I wish you the best of luck and good fortune on your new job.

MEL R. STUMM
Advertising Manager
Manitowoc Engineering Corp.
Manitowoc, Wis.

To the Editor:

May I extend my best wishes and congratulations for your recent promotion? I am sure that the administration of the three publications will continue in the usual efficient Donnelley manner.

WAYNE WILSON
Director of Advertising & Promotion
The American Laundry Machinery Company
Cincinnati, Ohio

To the Editor:

I have just received the announcement letter from Ned Wintersteen, and want to extend my very best wishes to you in your new responsibility and assignment. I am sure you will do great credit to this big job, and I am glad to see you given it.

ROGER N. CONGER, President
Hammond Laundry-Cleaning Machinery Co., Inc.
Waco, Tex.

You're Welcome

To the Editor:

Your January NATIONAL CLEANER & DYER depicted Mr. Oie speaking to a group of women, front cover and page 56.

We are interested in using the picture and excerpts from the article by Harry Yeates for our house organ, *The Welcome Wagon Visitor and News*, and would appreciate your permission to reprint with proper credit.

HELEN BECKER
Publication Department
Welcome Wagon International
New York, N. Y.

Greeting Cards

To the Editor:

Can you tell me where we could get more information on the offbeat greeting cards you wrote about in your January 1960 edition? Thank you.

BILL MCILRAITH
Mt. Vernon, Wash.

New-Plant Sign

To the Editor:

In your issue of November 1959, you have an article entitled "High-Powered Promotion Builds Counter Sales," by Lou Bellew. Can you tell me if the sign shown in your picture on page 26 of the article is available as it is shown? If so, will you please tell me through what company or supply house I may purchase it?

DAVID BROWN
Sta New Drycleaners Inc.
Passaic, N. J.

The sign to which you refer was made by a local signmaker. No doubt some firm in the Passaic area can make one comparable to that shown in our article. The cost should be nominal.

—EDITOR

Information Sent

To the Editor:

We read with interest your article on shirt laundering in the November issue of NATIONAL CLEANER & DYER, and are wondering if you could furnish us with information regarding the marking of shirts. We feel sure there are many systems and would like some detailed information regarding same.

E. M. BOURKE, Manager
Bancroft's Dry Cleaners
Victoria, Australia

Shopping Center Site

To the Editor:

We have written to National Institute of Drycleaning for full information on drycleaning plants within shopping centers. In their reply they stated that they did not have any publications on this subject and suggested that we write to you; that you had published several articles in your journal covering this type of operation. We would certainly like to get all the information you can furnish us.

We have been approached by a concern that is starting to build a

large shopping center in Roanoke consisting of about 40 stores and free parking space for 2,000 cars. They have given us four to six weeks to decide whether or not we want the concession at \$400 per month rental or 5 percent of volume, whichever is higher. The space they are offering is 20 by 100 feet. We believe we would consider putting in a drycleaning plant and shirt laundering facilities. We are now operating 17 service routes and 9 branch stores but none of the stores are activated.

Any information you can give us that will enable us to decide whether to go into an operation like this and the things we should consider in doing so, will be greatly appreciated.

A. F. SUTTER, Secretary-Treasurer
Ideal Laundry & Dry Cleaners, Inc.
Roanoke, Va.

The rule of thumb for plant potential is \$1 per square foot per week, so this space could produce a maximum of about \$2,000 a week. Even at half that volume it would still be within a 10 percent rental at \$400 a month. That is considered an economical ratio.

Chapter VII of our February Guidebook issue covers the subject of location selection and should be helpful.

—EDITOR

Suggestions Forwarded

To the Editor:

Someone, somewhere, must have three promotion kits—one for personalized drycleaning done on premises, one for shirt laundry, one for rug shampooing.

We mean creative advertising and selling program by calling it promotion.

Your kind suggestions will be appreciated very much.

A. M. P. CLEANERS
Maplewood, N. J.

Hat Information Sent

To the Editor:

We are going into the hat cleaning business and would like to know if you have any literature on the best methods of cleaning and blocking hats.

We would appreciate it very much if you could send us a manual or tell us where we might purchase one.

GEORGE FRENKEL, President
Royal Cleaners and Dyers, Inc.
Pittsfield, Mass.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

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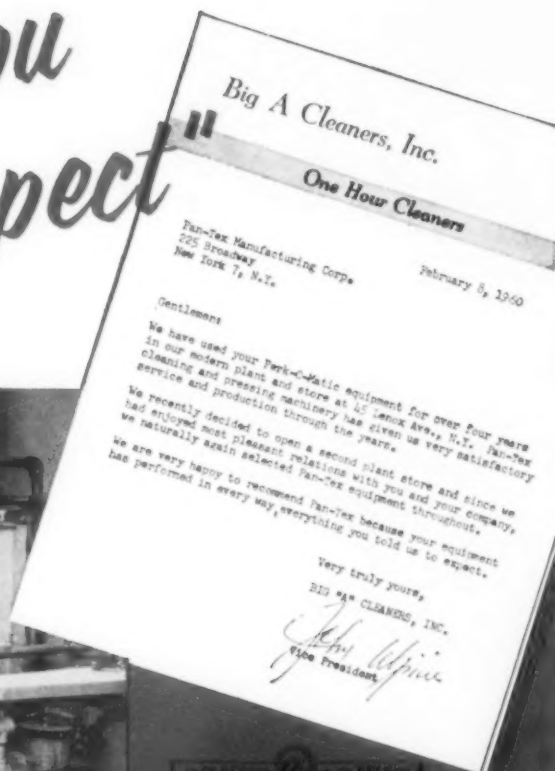
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Vice-President,
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This new 35-pound, fully-automatic unit sets the pace for price and performance—in plant after plant! Built to traditionally high Pantex standards, the "Pacer" is priced right down with the lowest in its size range! Check this for yourself by calling your Pantex representative! And then get the eye-opening facts on "Pacer" per-

formance: deep-down, full-drop cleaning in the exclusive Pantex "S" shape cylinder...spray and immersion cleaning for whiter "whites" with fewer supplies. Better get the whole story—there's no better buy on the market today! Call or write for "Pacer" Bulletin 503 ...or ask your Pantex representative today!

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